Y Vy Nguyen

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EDUCATION

Humber College   **Toronto, ON**

Multimedia Design and Development (Diploma)   *Graduation Date: Aug 2025*

Royal Melbourne Institute of Technology University   **Ho Chi Minh, Vietnam**

Bachelor of Information Technology

WORK EXPERIENCE

Yon Crochet   **Toronto, ON**

Self-employment | Multimedia Designer & Developer   *Jan 2025 - Present*

- I run Yon Crochet (selling crochet kits for beginner), a fun and cozy crochet brand where I do everything myself—from designing the packaging and filming tutorials to building the website (Shopify) and posting on social media. I design cute Amigurumi characters, make easy-to-follow kits, and bring the whole brand to life with a playful and creative style.
- Secured $3,000 in project funding to support ongoing digital development.
- I specialize in:
  - Packaging Design: I create fun and beginner-friendly packaging for each character crochet kit.
  - Videography & Editing: I film and edit tutorial videos, unboxing videos, and content for social media.
  - Graphic Design: I design logos, brand visuals, social media posts, and character patterns to keep everything consistent and playful.
  - Shopify Development: I build and customize a fully branded eCommerce store that's easy to use and fits the Yon Crochet style.
  - Social Media Content: I plan and create posts that build trust, tell the brand story, and grow visibility online.

TN Ebike Canada   **Toronto, ON**

Graphic Designer & Project Coordinator   *Jan 2024 - May 2025*

- Building and growing a Instagram brand from 0 to over 11,000+ followers.
- Strong skills in graphic design, photography, and videography. Proven ability in social media management, branding, and advertising.
- Website design and development, particularly using Shopify.
- Create dynamic social media content, including animations, reels, and advertisements.
- Adept at creating engaging multimedia content and optimizing e-commerce operations to enhance user experience and drive sales.

SKILLS

- **Skills:** Graphic Design: Adobe Illustrator, Adobe After Effect
  Photography/Videography: Adobe Premiere, Adobe After Effects, Adobe Lightroom
  Front-end Web Development: HTML/CSS/JavaScript, ReactJS
  UX/UI & Web Design: Figma, Shopify
- **Competencies:** Packaging Design, Graphic Design, Motion Graphics, Social Media Design, Photography & Videography, Merch Design, UX/UI Design, Front-end Web Development, Product Design, Branding