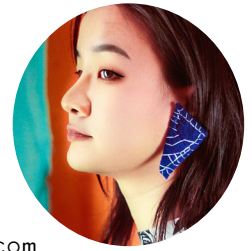


# EDUCATION

MASTER OF ART IN ENTREPRENEURSHIP  
Columbia College Chicago  
MASTER OF ART IN ART EDUCATION:  
School of The Art Institute Chicago  
BACHELOR OF ART IN DIGITAL MEDIA  
Valparaiso University

# MY LINH MAC

VISUAL ARTIST & DESIGNER



208.230.2652 | mylinh.dmac@gmail.com | www.mylinhmac.com

Mac is an award-winning graphic designer who specializes in creating brand identity, strategy development through original visual concepts across numerous platforms, including digital, print, and social media. With over 7 years of expertise, Mac has worked with many brands including SCOPE, Darryll Schiff Fine Art, Tigerkubz, Amazon Kindle and SHEIN.

## EXPERIENCE

### GRAPHIC DESIGNER (\*) ..... 2022 - Present

**Colorado State University Division of Marketing & Communication | Fort Collins, CO**

Experience in managing print and digital publications, merchandise, and mass-production vendors • Expertise in executing social media advertising campaigns • Skilled in collaborating with internal marketing teams and external agency partners to provide effective design solutions for clients • Proven track record of delivering successful design projects for campus partners.

### STUDIO ART & GRAPHIC INSTRUCTOR ..... 2018 - 2019

**School of Art Institute of Chicago | Chicago, IL**

Designed and executed comprehensive lesson plans for Adult Continuing Education (ACE) and Early College Programs (ECP) • Expertly taught over 11 accelerated classes covering a range of subjects, including color theory, 2D and 3D object design, figure drawing and painting, and graphic design using Adobe software • Mentored students in portfolio development to enhance their professional recruitment prospects • Curated and orchestrated critique exhibitions.

### DESIGN & MEDIA DIRECTOR ..... 2017 - 2018

**En Foco Gallery | Chicago, IL**

Successfully promoted and represented emerging artists through compelling digital and print marketing materials • Adept at inventory management and installing wall-size artworks • Co-curated highly successful exhibitions at international art fairs, including BASEL, SCOPE NY, and SCOPE Miami Beach • Reliably monitored opening receptions and commercial exhibitions

### HEAD ASSISTANT & GRAPHIC DESIGNER ..... 2016 - 2019

**Darryll Schiff Fine Art Studio | Chicago, IL**

Proficient in managing pre and post-production processes • Skilled in creating compelling digital marketing content • Expert in providing mock-ups for product catalogs and showrooms • Adept at designing impactful pitch deck presentations for collaborative projects • Experienced in handling copyright compliance • Acted as a liaison to Chicago's interior design firms, art collectors, and galleries to secure potential buyers • Contributed to a 30% reduction in studio total labor costs through a combination of roles as an in-house photo editor, videographer, motion graphic designer, and web designer.

### FOUNDER & GRAPHIC DESIGNER ..... 2016 - Present

**MMAC Visual Art & Design Studio | Chicago, IL**

Specialize in executing projects within established brand guidelines for local businesses, startups, organizations, and private agencies • Provide expert consultations to e-commerce clients, including building brand identity, optimizing SEO, executing organic and paid advertising strategies • Provide visual solutions • Expertly manage inventory, handle licensing and copyright compliance • Deliver commissioned and pre-made works for commercial spaces and private residences worldwide.

### EVENT MARKETING ASSISTANT & GRAPHIC DESIGNER ..... 2013 - 2015

**Valparaiso University Office of International Program | Valparaiso, IN**

Successfully co-coordinated and promoted a range of university cultural events, engaging over 200 audiences • Maintained effective communication and collaboration with various university departments • Proficient in designing a range of print and digital materials, including posters, brochures, and letterhead, as well as photo editing • Achieved an annual increase of \$2000 in revenue per event • Demonstrated proficiency in managing event inventory and services.

(\*) Remote