AMY NAKHONTHAP

GRAPHIC & VISUAL DESIGNER | UI/UX DESIGN

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PROFESSIONAL SUMMARY

Multidisciplinary Graphic, Visual, and UI/UX Designer with experience across brand identity, marketing collateral, digital products, print production, and multimedia storytelling. Collaborative professional partnering with clients and internal teams to execute end-to-end project delivery.

CORE COMPETENCIES & TOOLS

Brand & Visual Design: Brand standards and guidelines, visual hierarchy and systems, iconography, marketing collateral, merchandise concepts, typography, layout, motion graphics, video editing, visual effects, visual storytelling, social media graphics, photography

UX/UI & Product Design: User research, information architecture, user flows, wireframes, prototyping, responsive design, design systems, usability testing, personas, A/B testing

Production & Software: Print/digital asset preparation and production, dimensions, resolution, file-format standards, design specifications; Adobe Creative Suite, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, XD, Canva, Figma

Software: Technical and Collaboration: HTML5, CSS3, JavaScript, Blender; cross-functional communication, iterative design review, creative direction, time management, developer and production handoff

PROFESSIONAL EXPERIENCE

Freelance UI/UX & Product Designer | Independent | Remote **2025 - Present**

- Led end-to-end product design from discovery and requirements gathering through research, information architecture, journey mapping, wireframing, prototyping, high-fidelity UI, usability refinement, and developer handoff.
- Built responsive web and mobile interfaces in Figma using reusable components, variants, Auto Layout, and design-system patterns; documented interaction states, accessibility considerations, error scenarios, edge cases, and responsive behaviour.
- Delivered 12+ end-to-end branding, identity, and digital product projects, collaborating with clients and developers to translate business and user requirements into production-ready solutions, including UX specifications, screen/state documentation, asset preparation, revision management, developer and print-vendor handoffs, and final delivery under tight deadlines.

Graphic Design Intern | The Medica Zone | Remote **2024 - 2025**

- Executed 60+ static and animated social media and brand assets across Instagram, LinkedIn, merchandise, iconography, and branded collateral, applying consistent typography, colour, grid, hierarchy, and composition from concept through final production and contributing to a 25% increase in quarterly engagement.
- Supported The Medica Zone’s brand refresh by developing reusable assets and contributing to Brand Style Guidelines that standardized iconography, visual treatments, layout principles, and brand applications.
- Prepared production-ready creative assets through iterative review cycles, validating dimensions, resolution, file formats, and delivery specifications while incorporating cross-functional feedback and maintaining visual consistency across touchpoints.

SELECTED PROJECTS & CAMPAIGNS

AI Draft-Only Reflection App | Freelance

- Designed the end-to-end UX for a privacy-focused AI reflection app, translating product requirements into user flows, wireframes, interaction patterns, system states, edge cases, and high-fidelity Figma prototypes.
- Refined the experience with a focus on usability, safety, and on-device privacy, creating a clear and cohesive product experience from early concept through final design.

Brand Style Guide | The Medica Zone

- Collaborated with the graphic design team to develop a cohesive visual identity system for The Medica Zone, creating custom iconography, business card applications, and supporting Brand Style Guide assets.
- Refined concepts through iterative feedback to improve brand consistency and usability across digital and physical touchpoints.

Energy Drink Brand Campaign| Personal

- Developed an energy drink brand from concept through launch-ready identity, defining the visual direction, colour palette, typography, packaging graphics, logo applications, and supporting brand assets.
- Produced a motion graphics product showcase, animating the drink packaging and branded visual elements to reinforce the campaign's identity across digital and promotional touchpoints.

EDUCATION & PROFESSIONAL DEVELOPMENT

Interactive Media Design Diploma | Seneca College | Toronto, ON

Video Design and Production Diploma | George Brown College | Toronto, ON

CREATIVE PRACTICE

- Pursue photography using both digital and film cameras, exploring composition, lighting, perspective, and visual storytelling across contemporary and analog formats.
- Design and handcraft personalized accessories and small-scale products from concept and material selection through assembly, customization, and final presentation.