



tracy ngo

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**Process-driven
conceptualizer
with a twist.
Seeking a creative
family to start
design adventures
with and to grow
as individuals.**

awards and exhibitions

SEGD Exhibition Honor Award
en|gulf Exhibition, 2017, *juried*

UH Brand Champion Awards
Postcard, Web Advertisement,
and Email Design, 2016, *juried*

TWENTY°
UH Graphic Design Senior Exhibition,
MATCH, May 2016

**UH School of Art Viewbook
and Identity**
2016, *selected finalist*

**UH Jack J. Valenti
School of Communications**
Environmental Design Award, 2016

**Stadium Student
Commemorative Marker Contest**
UH, 2016, *finalist*

900
UH Graphic Design Exhibition,
Third Space Gallery, Feb 2016

en|gulf
UH Graphic Design and Creative
Writing Exhibition, Third Space Gallery,
Dec 2015

UHGAP Scholarship
Oct 2015, *nominated*

Inter
UH Graphic Design Exhibition,
Winter Street Studios, May 2015

UH School of Art Exhibition
Blaffer Art Museum, 2015 and 2016, *juried*

experience

Marketing, Lockton Dunning Benefits / 2020–present

Contract Graphic Designer/Writer

Design and proof materials for internal marketing campaigns and educational materials on employee benefits
Create Brainshark videos and RFPs for external company clients

University Marketing and Communications, University of Houston / 2020

Senior Graphic Designer

Lead design for advertising and marketing materials of all internal and external communications
Collaborate with creative services team members to strategize University-wide reputation campaigns
Represent and ensure integrity of the University brand

AIGA, The Professional Association for Design, Houston Chapter / 2018–present

Operations Director (Previously Connections Director, Design Futures Director)

Develop structures, strategies, policies, and protocols for efficient internal board operation
Connect and maintain relationships with national and local creative speakers/facilitators
Represented Houston chapter at AIGA Leadership Retreat 2019 and 2020
Planned, coordinated sponsors, and managed volunteers to run local skill-building talks and workshops
Developed social media campaigns for professional development events

Kathrine G. McGovern College of the Arts, University of Houston / 2016–2020

Graphic Designer II

Designed/art directed all creative projects, including identity, print, web/digital, and environmental design
Developed, implemented, and standardized workflow processes for in-house creative team
Planned social media campaigns, develop graphics and copy, and manage college social media accounts
Strategized marketing campaigns, including internal and external communications/e-communications
Collaborated with college Web Developer to create new webpages and maintain college website
Led marketing production: collaborated with IT center for in-house printing; coordinated and maintained relationships with local vendors; worked with business office to process expenses and allocate resources
Co-managed college marketing office, including day-to-day responsibilities, client (faculty/staff) relationships, and future initiatives with Communications Coordinator
Supervised a team of 1–3 graphic design and production student workers each semester

Defining Promos, C&C Dreamscapes LLC, Dance Source Houston, Consider Civility, and more / 2013–present

Freelance Designer

Develop logo and brand for local clothing and landscaping companies, as well as national consulting firm
Design social media kits and print collateral for dance non-profit organization and local community events
Design wedding collateral suite, including save the dates, programs, posters, and table numbers

Brown School of Engineering, Rice University / 2015–2017

Graphic Design Intern/Freelance Graphic Designer

Assisted in design of promotional digital and print collateral within designated branding standards
Brand and identity design of logos and icons for Computer Imaging Lab and Scalable Health website
Illustrated for emerging technology proposals in Department of Electrical and Computer Engineering

professional affiliations

AIGA, The Professional Association for Design / 2014–present / *Houston Chapter, Contributor and Supporter*

GDSA, Graphic Design Student Association / 2015 / *Chief Financial Officer*

Design Loop, AIGA Mentorship Program / Summer 2015 / *Mentee*

UHGAP, University of Houston Graphics Alumni Partnership / May 2015–present / *Alumni*

education

University of Houston

Bachelor of Fine Arts in Graphic Design, May 2016

Minor, Business Administration, Summer 2016

skills

experienced

Tech / Design

Concept development / Identity systems, print, web and digital, video, environmental, exhibition / Illustration / Photography / Printscreen / Print production / Adobe Creative Suite (InDesign, Photoshop, Illustrator, Lightroom, After Effects, Premiere, Audition) / Microsoft Office Suite / WordPress, HTML and CSS, Cascade / Eventbrite / Trello / Slack / Mailchimp, Constant Contact, iModules

Soft

Internal and external marketing communications / Social media / Marketing campaign / Event planning / Project and client management / Operations / Organizational Development / Supervising / Adaptability

working knowledge

Animation / UI, UX / Javascript, Webflow / Hootsuite / Airtable / Google Suite / Vendini / Egnyte / ClickUp / WorkFront / Brainshark

Copywriting and copyediting / business administration and finance