

Cindy Duong

Design lead, art director, and creative strategist passionate about building scalable design systems, quality design execution, cross-functional collaboration, complex storytelling, and nurturing great teams.

Experience

MARCH 2023

Atlassian – San Francisco, CA (Remote)

MAY 2022 – PRESENT

DESIGN LEAD, WORK MANAGEMENT

- Managed brand design strategy for Atlassian's emerging market for knowledge workers, and newest solution bundle, Atlassian Together (Trello, Confluence, Jira Work Management, Atlas, Access)
- Key partner to Product Executives to design and deliver keynote presentation to concisely and elegantly demonstrate the value of Work Management product solutions.
- Continued support to Trello brand design via managing and art directing Trello design team (3 direct reports).

EMAIL

cnkduong@gmail.com

SEPT 2019 – MAY 2022

SENIOR MARKETING DESIGNER, TRELLO

- Led design for Trello's 2019 brand refresh.
- Managed entire brand design system. Touchpoints included logo, color palette, illustration system, website, and more.
- Main brand point of contact for marketing managers, product managers, product designers, and product leadership.
- Maintained design for all brand touchpoints, from customer-facing marketing, to in-product brand messaging.

PHONE

408-838-1423

Facebook – Menlo Park, CA

APR 2019 – SEPT 2019

DESIGNER/ART DIRECTOR, STUDIO X

- Supporting the Ads and Business Platforms organization by providing internal visual communications, event design and marketing, and brand identity solutions for various programs and teams.
- Partnered with Executives for sensitive keynote announcements.
- Regularly tasked with proposing brand solutions to solve for disparate identities existing across the org.

EDUCATION

BFA in Graphic Design
Minor in Humanities

SAN JOSÉ STATE UNIVERSITY,
2016

Atlassian – San Francisco, CA

AUG 2018 – APR 2019

VISUAL DESIGNER, EVENTS & FIELD MARKETING

- Executed brand visual system for Atlassian's flagship event (Summit 2019), roadshows (Team Tour), and more.
- Conceived and designed for all mediums, including social, interactive, content, activations, OOH, print, experiential, events, etc.
- Supported the GTM campaign for Atlassian's acquisition of Opsgenie, executing large format airport and OOH advertisements seen across 4 major US cities (Boston, New York, Seattle, SF).

Mighty Threads Creative Agency (MTCA) – San José, CA

References available
upon request.

MAR 2018 – JUL 2018

ASSOCIATE CREATIVE DIRECTOR

- Provided a hybrid of visual design and creative direction.
- Developed concise creative briefs, critiqued design work, and mentored designers in presenting their ideas

JUL 2016 – FEB 2018

VISUAL DESIGNER