

Helen Lien Nguyen

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- 🏠 Vancouver, British Columbia, Canada



EDUCATION

Master's Degree in Digital Media (2016 – 2017)

THE CENTRE FOR DIGITAL MEDIA, UBC & SFU

Bachelor's Degree in Communications & New Media (2008 – 2012)

THE NATIONAL UNIVERSITY OF SINGAPORE

WORK EXPERIENCE



Graphic Designer, UI Designer, Game Artist (2011 - Present)

Designing and creating assets for websites, apps and video games.

See my portfolio at helenlien.com



Marketing Specialist (2017 - Present)

THE CENTRE FOR DIGITAL MEDIA

Promoting the Master of Digital Media program to local and international students. This Master program is a collaboration between 4 Canadian universities: The University of British Columbia, Simon Fraser University, Emily Carr University of Art + Design and British Columbia Institute of Technology.

- Advertising management and media buying
- Marketing collateral design
- Event planning & coordinating
- Marketing inventory management
- Students & market analysis & reporting



Marketing & Communications Executive - Asia Pacific (2012 - 2015)

MTU ASIA PTE LTD, ROLLS-ROYCE POWER SYSTEMS

Managing marketing & communications projects for two global brands MTU and MTU Onsite Energy

- Corporate communications
- Digital media marketing
- Branding
- Event management
- Marketing collateral design
- Advertising management



Marketing & Communications Intern (2011)

SINGAPORE INTERNATIONAL FOUNDATION

Managing PR campaigns to promote Singapore's culture to the world. Designing marketing collateral.

AWARDS & CERTIFICATIONS

T-CAAN Awards for Graduate Student in the Marketing & Advertising Industry (2017)

Google Analytics Certification (2016)

Interaction Design Certification (2016)