

# Interview with Xuan Vy Nguyen

“I use my creativity for visual communication, combining images, words, and ideas to convey information to my audience.”

## **Q. Where did you study?**

A. I graduated from Office Systems Technology: Micro-publishing and Hypermedia at Vanier College. Currently, I am studying Design at Concordia University.

## **Q. In a typical designer’s day, what are your main tasks?**

A. If I have a team, then I will be talking to my team to have a glimpse of what their ideas are before starting anything. If not, then probably my “go with the flow process.” Then I would sketch things out, put everything on paper, google docs, anything with your brainstorming process, relevant research, etc. Make a mood board (colour palette, images, fonts, quotes, inspiring objects, shapes, pinterest images, etc). Next I come up with prototypes/concepts. Lastly, Make it happen. Make 3-5 versions (I find 3-5 ideal to stay more focused). Too many usually creates confusion and unsettling concepts. Plus, you don’t want to present 100 ideas to your clients. You can work on 100 versions but make sure to choose your top 3-5 for clients or final product.

## **Q. Are concerned about finding work after you graduate?**

A. I am super worried to find a job after graduation, I feel like it’s a totally different vibe than to find internships and summer jobs while being a student. A job after graduation is so much more according to me, it’s bigger commitments and responsibility.

**Her website:** <http://itsvdesign.com/>



photo: mingxiaarand

## **Q. How do you find creativity and originality, when you feel like you have none?**

A. Everything it takes. When it comes to being super creative and mostly wanting to be original for a piece of work. I do things like walk around town and grasp everything around me that could be inspiring, attend exhibitions/expositions, talk to inspiring people in the field/friends/anybody.

## **Q. How do you get reconized as a Graphic Designer and how do you promote yourself?**

A. Hard task, always will. Consistency and openmindedness are keys (there are a lot more but...). Don’t try too hard, people hate that obviously. Find your style, what makes you “you” as an artist or even as a person, what makes people immediately think of you when they see an artwork... Make tons of connections, talk to people that are in your field and/or could be relevant to your field or for your future projects, you guys could work together (who knows!). Participate in networking events. Have a website. Have a business card and a logo. Brand identity.