

# Florence Truong

## Education

**Emily Carr University**  
2003-2008 B DES  
Communication Design

## Recognition

**Grafika**  
2009 Mouvement  
Collectif.org Nominated  
for best educational or  
informative site.

**Mary Catherine Gorden  
Memorial Scholarship**  
2005 A memorial  
scholarship is awarded  
to a student at the  
university who displays  
outstanding artistic  
talent and commitment.

## Work experience

**Substantial**  
2013/11/15 - Present *Lead Designer*  
Substantial is a 60-person design  
and development studio. Lead project  
teams from sales, strategy, to product  
development. Provided team mentorship,  
project management, client services,  
user experience design, art direction,  
and development support.

**WINTR**  
2015/10/01 - 2016/05/15 *Design Direction*  
WINTR is a 20-person consulting agency.  
Lead, architect, and design digitally-  
integrated experiences with a strategic  
eye on our client's business goals.  
Clients include non-profit organizations  
to Fortune500 companies.

**Wieden+Kennedy**  
2011/07/15 - 2013/10/15 *Sr Experience Designer*  
WK is an independently owned advertising  
agency. Worked with cross-disciplinary  
teams to concept and produce campaigns  
for clients including P&G, Nike, and  
Levi's at WK's headquarters in Portland,  
OR. Responsibilities included art  
direction, design, and user experience.

**Plantly**  
2010/06/15 - 2011/01/31 *Designer*  
A four person start-up based in Brooklyn  
NY; created and designed an online  
investment engine based on the theories  
of Nobel-prize winner, Harry Markovitz.

**Sid Lee**  
2008/09/02 - 2010/04/23 *Designer*  
Montreal-based boutique agency with  
clients including adidas, Cirque du  
Soleil, and Kraft. Involved in a range  
of interactive projects and aided in  
pitching, designing, and production.

**Critical Mass**  
2006/09/26 - 2007/06/15 *Designer*  
An international interactive agency  
where, as part of a large team in  
Calgary AB, we redesigned the Mercedes-  
Benz USA site.

## Exhibitions

**Hand to Mind**  
2014 Anonymous Observer v.2, Oregon  
Museum of Science and Industry,  
Portland, OR (in collaboration with  
Justin Gaussoin and Masataka Odaka).

**ruf•fle**  
2013 Anonymous Observer, Whitebox,  
University of Oregon, Portland, OR (in  
collaboration with Justin Gaussoin).

## Speaking engagements

**AIGA**  
2017/03/23 *Panelist*  
"Designed to Lead: Creating the Digital  
World", Seattle, WA

**Seattle Central Creative Academy**  
2016/12/09 *Speaker*

## Volunteer experience

**Emily Carr Student Union**  
2008 *Art director & Editor* Led a team on the  
second issue of Emily Carr's student  
paper in planning, soliciting, editing  
and art directing.

**Emily Carr University**  
2008 *Hiring Committee Member* Selected to  
jury over forty applicants for two  
tenure design faculty positions at the  
university.

**Vancouver School Board**  
2006 *Volunteer* Provided mentorship for a  
gifted student in visual arts under the  
six-month Gifted Education Mentorship  
Program. Subsequently volunteered to  
redesign the program's brand.