

# HELLO. MY NAME IS TAMMY.

I WAS BORN AND RAISED IN OHIO. I'VE ALSO LIVED IN TAIPEI AND BERLIN. I LOVE MINIATURE THINGS AND I'M A GEEK ABOUT DESIGNERLY THINGS LIKE CLARITY, PRECISION AND EFFICIENCY.

## Samsung Electronics America

### Senior Manager

Aug 2023 - Current 📍 Dallas, Texas

Drive brand engagement through innovative retail marketing that exceeds customer expectations while building sustainable growth that aligns with the brand's strategic pillars. Collaborate with cross-functional stakeholders to ensure creative delivers on KPI's.

## The Marketing Arm

### Associate Creative Director

Oct 2017 - Aug 2023 📍 Dallas, Texas

Lead creative from concepting through execution for shopper marketing from pre-pop digital to in-store touchpoints and packaging while ensuring strategic initiatives are met. Developed internal workflow for optimal brand consistency and efficiency across multiple teams.

## Client Portfolio:

- Pernod Ricard (Spirits)
- Frito-Lay
- Wendy's
- Yankee Candle
- Woodwick
- Nissan
- American Airlines
- Roll by Goodyear
- Nintendo
- Hershey's
- Hasbro
- Budweiser

## MonkeyTag

### Senior Graphic Designer

Dec 2015 - Oct 2017 📍 Dallas, Texas

Development of award-winning VIP kits/packages from initial concepting through production and product launch. Key strategic partner in acquiring packaging business for Samsung Electronics America. Concepting for branding and logo designs.

## EXPRESS

### Graphic Design Manager

Aug 2014 - Oct 2015 📍 Columbus, Ohio

Leader in creative initiatives to support in-store marketing strategies for 600+ Express stores from initial concept to final execution. Developed window displays, signage and shop-in-shop experiences to enhance lifestyle outfitting for both men's and women's businesses.

## Victoria's Secret

### Senior Graphic Designer

Sept 2010 - Aug 2014 📍 Columbus, Ohio

Key strategic partner in the transition of Victoria's Secret Sport Bras from primarily an online business to 1,000+ Victoria's Secret stores within a six month period. Established the in-store destination for sport bras by reinforcing fashion as well as innovative technology and quality.

## Awards

**Samsung Galaxy Note7 VIP Kit:** 2017 Silver ADDY Award, Communicator Award of Distinction

**MonkeyTag Holiday Kit:** 2017 Silver ADDY Award, Communicator Award of Excellence, DFW AMA Marketer of the Year

**Samsung Galaxy Note8 VIP Kit:** 2018 Communicator Award of Excellence

## Adobe CC



## MS Office



[www.tammyhuangdesign.com](http://www.tammyhuangdesign.com)

[www.linkedin.com/in/tammyhuang](https://www.linkedin.com/in/tammyhuang)

huang.tammy@gmail.com

513 349 4072

Dallas, TX

**The Ohio State University**  
B.S. Industrial Design

Sept 2001 - June 2006  
Columbus, Ohio

**Design Axis**  
Product Designer

**Design Central**  
Product Designer

**Bath & Body Works**  
Production Artist

**Victoria's Secret**  
Senior Graphic Designer

**EXPRESS**  
Graphic Design Manager

**MonkeyTag**  
Graphic Designer

**The Marketing Arm**  
Associate Creative Director

**Samsung (SEA)**  
Senior Manager

2001 2006 2007 2008 2010 2014 2015 2017 2023