



**KHAM LA  
XIONG**

khamlaxiong.com

khamlaxiongg@gmail.com

414.336.1771

Brooklyn, NYC

## GRAPHIC DESIGNER | ILLUSTRATOR

### EXPERIENCE

#### FREELANCE GRAPHIC DESIGNER/ILLUSTRATOR

MASHELL GOODLUCK | MASHHELLGOODLUCK.COM

New York, NY, Nov 2020 - Present

- Conceptualized and executed visual elements across diverse platforms, including brand identity, marketing material, product packaging, social media, fashion, and illustrations- ensuring alignment with the Mashell Goodluck aesthetics and contemporary trends.
- Led the development of a comprehensive visual campaign for the launch of the Spring/Summer collection 2021, driving a 10% increase in online sales.

#### JUNIOR GRAPHIC DESIGNER

HABANA OUTPOST | HABANAOUTPOST.COM

New York, NY, Jun 2018 - Mar 2020

- Provided professional designs in collaboration and assisted with the Senior Graphic Designer, focusing on creating designs, illustrations, info-graphics, social media, and photography.
- Designed and illustrated menus, recipe cards, wall art, promotional material for social media. Worked on Wall art design project cost over 10K was chosen and now resides in Japan
- Led the design, and research efforts for a prestigious \$10K wall art installation- commissioned for the opening of Habana Outpost in Tokyo. Furthermore, traveled to Tokyo, Japan to oversee and ensure the successful execution of the installation.

#### FREELANCE GRAPHIC DESIGNER/ILLUSTRATOR

SELF EMPLOYED | KHAMLAXIONG.COM

New York, NY

- Collaborated with a diverse range of clients, including startups, small businesses, fashion brands, and individual needs, providing custom and professional design/illustrations of their unique needs and goals.
- Managed all aspects of the design process from initial sketches and client consultation to finally delivery and revisions, ensuring projects are completed on time and within their budget.
- Built and maintained strong client relationships through clear communication, professionalism and a commitment to delivering exceptional design/illustration work.
- Continuously seeking opportunities for professional growth and skill developments to stay current with the industry trends and emerging technologies.

### EDUCATION

Milwaukee Institute of Art & Design  
BFA - Communication Design  
2009 -2013

### SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Premiere Pro, Adobe After Effect, Procreate, Wix, Squarespace, Figma, Typogrphay, Branding, Microsoft Softwares.