Donny Trương

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EXPERIENCE

Director of Design & Web Services

GEORGE MASON UNIVERSITY ANTONIN SCALIA LAW SCHOOL

October 2011 – Present │ Arlington, VA

Led user experience design, web development, print design, and branding strategy.

Worked with the dean and the senior administrative team to rebrand the name change of the school.

Redesigned and recoded law.gmu.edu from the ground up starting with mobile-first, responsive approach.

Designed web and print marketing materials for internal departments including communications, admissions, alumni, and career.

Supervised and mentored web content specialists, designers, and developers.

Type Adviser

DONNY TRƯƠNG

December 2016 – Present │ Fairfax, VA

Reviewed typefaces to support the Vietnamese language.

Examined diacritical marks specifically designed for Vietnamese.

Provided feedback and made recommendations on diacritics to improve legibility and readability for Vietnamese readers.

Worked with type designers and type foundries around the world.

Senior Web Developer

GEORGE WASHINGTON UNIVERSITY SCHOOL OF BUSINESS

January 2008 – October 2011 │ Washington, DC

Led web design and development.

Designed and developed the web version of *GWBusiness* magazine.

Customized WordPress to create an easy-to-publish news platform for the department of communications.

Integrated new media marketing efforts into the school overall strategy.

Collaborated with web teams across the university to share knowledges and resources.

Senior Web Designer

VASSAR COLLEGE

August 2002 – January 2008 │ Poughkeepsie, NY

Designed and developed web experiences to meet the specific needs of the academic departments and their audiences.

Contributed in enhancing the online experience of Vassar's established brand.

Collaborated with a small team of talented designers and developers to maintain and improve more than 200 sites.

PUBLICATIONS

Vietnamese Typography
Professional Web Typography

ACADEMICS

Adjunct Professor

GEORGE MASON UNIVERSITY SCHOOL OF ARTS

2014 – 2015 │ Fairfax, VA

Taught Introduction to Web Design, Web Design & Usability, and Advanced Web Design.

MA in Graphic Design

GEORGE MASON UNIVERSITY SCHOOL OF ARTS

2012 – 2015 │ Fairfax, VA

BA in Digital Arts & Multimedia Design

LA SALLE UNIVERSITY

1997 – 2001 │ Philadelphia, PA

SKILLS

Web Design: responsive design, typography, accessibility, usability & web standards

Web Development: HTML, CSS, JavaScript, PHP, MYSQL, MODX, WordPress & Drupal

Graphic Design: Illustrator, Photoshop & InDesign

Server Administration: Cloud computing, Linux Red Hat, Apache & command line

SELECTED CLIENTS

Adobe Fonts, Dalton Maag, DJR, Google Fonts, Grilli Type, Klim Type Foundry, Sandoll, TypeNetwork & TypeTogether