

MICHELLE NGUYEN STUDIO

Michelle Trang Nguyen

Senior Brand Designer · Creative Director · UI/UX Designer · Front-End Developer

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24+

YEARS IN DESIGN

20

YEARS FEDERAL
CONTRACTS

TS

DOD CLEARANCE, ELIGIBLE

508

ACCESSIBILITY SPECIALIST

PROFILE

Multidisciplinary creative professional with over 24 years of experience in graphic design, brand identity, web design, UI/UX, and front-end development. My career spans the Department of Defense at the Pentagon and the U.S. Department of State's Foreign Service Institute — work performed under a DoD Top Secret clearance, shipping production-ready, accessible, and documented deliverables to government standards.

I've also served as a marketing content and communication specialist and aerial photographer for Prince William County, flying drone photography across the county and covering Economic Development events, job fairs, and community campaigns. Outside of that, I run Ivory & Bloom Atelier, a Northern Virginia luxury bridal brand of handmade clay flower accessories I started as a side business thirteen years ago. I now bring that same discipline to founders and small businesses as a freelance brand and web designer.

EXPERIENCE

Founder & Creative Director

2012 — Now

Ivory & Bloom Atelier (formerly ClayOrchid) · Gainesville, VA

- Founded ClayOrchid, handmade clay flowers sold on Etsy — a lasting keepsake alternative for brides with flower allergies, kept for years to come.
- Grew ClayOrchid into Ivory & Bloom Atelier — luxury bridal accessories including satin purses, flower girl headbands, bridal jewelry, and clay hair flowers that never fade.
- Own brand identity, product design, e-commerce, photography, and marketing end to end.

Web Design Freelancer

2018 — Now

Michelle Nguyen Studio · Gainesville, VA

- Independent practice serving businesses of every size — nail salons, real estate agents, restaurants, enterprises, and founder-led clients. Went full-time in 2024.
- Brand identity systems, web and UI/UX design, and accessible front-end builds.
- Independent children's-book creator and illustrator on Amazon KDP.

Sr. Graphic Designer & Communication Specialist

2018 — 2024

Prince William County Dept. of Economic Development · Gainesville, VA

- Produced infographics, presentations, and campaign visuals for economic development initiatives.
- Supported web design and content updates for county digital properties.
- Directed social media content strategy, lifting brand visibility 15% and engagement 25%.
- Served as the department's aerial photographer, flying drone photography across the county and covering Economic Development events and job fairs for marketing and event photography.
- Led Section 508 / WCAG accessibility evaluations across web content.

Senior UI/UX & Web Designer

2015 — 2018

Edge Source, Inc. & All Native Group · U.S. Dept. of State & the Pentagon (DoD Top Secret)

- Led the redesign of 24 State Department web applications, lifting user engagement 20%.
- Ensured Section 508 accessibility compliance across all federal web deliverables.
- Maintained secure Pentagon web platforms in Drupal CMS / AFPIMS for Washington Headquarters Services.
- Supported the Pentagon's 40th anniversary commemoration, including event photography.

Senior Interface Designer**2009 — 2014**

MKGCS, LLC · DoD Top Secret Contract · The Pentagon

- Held a U.S. Top Secret clearance throughout the engagement.
- 50+ government web projects and 15+ secure applications for senior DoD leadership.

Senior Web Designer**2006 — 2009**

Drayton Drayton & Lamar — HUD.gov Contract

- Redesigned HUD.gov for millions of citizens — citizen-facing federal services.
- Led the FHA homeownership redesign, delivering accessible, WCAG-compliant interfaces.

Graphic Designer & Team Leader**2004 — 2006**

Dynamic Technology Systems — DoD · U.S. Army

- Designed publications and briefing graphics for the U.S. Army.
- Led a small creative team on deadline-driven DoD deliverables.

B.A. Graphic Design**2002**

Marymount University · Arlington, VA

SIGNATURE PROJECTS

Foreign Service Institute	U.S. Department of State federal web & proposal design.	Department of Defense	Cleared communication design at the Pentagon & Fort Belvoir.
HUD.gov & FHA	Citizen-facing federal web redesign for homeownership services.	MKGCS Digital Platform	Full brand + responsive web system for a government contractor.
RSA Infographic System	Economic-development data visualization, Prince William County.	Prince William County	Campaign design, aerial drone & event photography, social storytelling.
Ivory & Bloom Atelier	Luxury handmade bridal accessories brand — founded & designed.	Freelance Web Design	Google-optimized websites for small businesses and founders.

CORE EXPERTISE

Graphic Design & Infographics	100%	Social Media Marketing & Photography	100%
Proposal & Presentation Design	100%	Brand Design & Printing	80%
Web Design — WordPress, Drupal, UI/UX	80%	AI Tools — ChatGPT, Claude, Kling	100%

EDUCATION CREDENTIALS SOFTWARE

Education	Credentials	Software
Marymount University Bachelor of Arts, Graphic Design — 2002	DoD Top Secret clearance — eligible for renewal WCAG / Section 508 accessibility specialist NAS.com — Advanced AI & Emerging Technologies coursework	Design — Photoshop, Illustrator, InDesign, After Effects, Lightroom, Canva, CapCut Web — WordPress, Drupal, HTML5, CSS3, Bootstrap AI & Emerging — ChatGPT, Claude, Google AI Studio, Kling AI Office — PowerPoint, Excel, Word, Google Workspace

Let's make something remarkable.

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