

Van Nguyen

Graphic Designer & Marketing Communication Specialist

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EXPERIENCE

Multimedia & Communication Consultant – SJSU King Library

San Jose, May 2023 - Present

- Manage marketing requests for 15+ diverse clients in public, cultural, and educational sectors, develop content, oversee asset production, and ensure timely delivery;
- Design print and digital promotional materials for publication, events, presentations, and web content, ensuring adherence to accessibility standards and stakeholder guidelines;
- Conduct marketing campaigns and social media content, with an average of 2.5k impressions per post, and increasing Instagram followers to 3.9k.

Graphic & Motion Design Intern – TH Experiential Creative Agency

New York (remote), January - May 2023

- Contributed to concept development for 8+ physical pop-up marketing experiences for brands like Sephora, Swarovski, Jack Daniel's & Coca-Cola by researching and creating mockup visuals for stakeholder review;
- Created user experiences including graphic designs, motion graphics, videos, and signage displayed on-site at venue locations.

President & Design Director – CADRE Student Organization

San Jose, May 2022 - Present

- Led the executive board, and organized 20+ events resulting in 60% membership increase;
- Managed communications and relationships with SJSU and external contacts;
- Acquired over \$2,700 in funding from the university's controller to purchase marketing items, equipment, apparel, food, professional development and travel for the organization;
- Directed web, design and marketing teams in creating social media content, website, merchandise, and promotional materials.

Visual Designer & Social Media Manager – Teahee Inc.

San Jose, July 2017 - March 2024

- Conducted product and store photoshoots for business collateral and social media use.
- Developed graphic and marketing materials for social media campaigns, resulting in 1k Instagram follower count increase since 2023;
- Created in-store events by designing interior decorations to create photo opportunities for customers, driving social media impressions to 7.2k accounts reached last month.

PROJECTS & EXHIBITIONS

Project Manager – CADRE Student Organization's InterKinect at SubZERO Festival

- Coordinated team of 9 to exhibit live interactive video projection project in Downtown San José in June 2023. Acted as point of contact for venue and SJSU faculty stakeholders.

Physical Installation & Motion Graphic Designer – Abstract City

- Designed and exhibited a video projection mapping on large-scale 3D cardboard installation at SummerArts program at CSU Fresno, in July 2022.

EDUCATION

San José State University –

Bachelor of Fine Arts
Concentration in Digital Media Art
September 2020 - December 2023

SKILLS

Visual: Graphic design, Motion graphics design, Video editing, Illustration, Projection mapping, UX/UI design, Photography

Technical: Adobe Creative Cloud, Illustrator, InDesign, After Effects, Photoshop, Premiere Pro, Media Encoder, Figma, Canva, Lottie, Blender, Autodesk Fusion 360, Google Suite, Slack, HTML/CSS/JS, Drupal

AWARDS

SJSU Associated Student Legacy Scholarship Award

Digital Media Art Department Func Quai Award

LANGUAGES

English, Vietnamese (fluent)

REFERENCES

Provided upon request