

Dana Nguyen

Graphic Designer

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Experiences

Program/Marketing Assistant, *International Children Assistance Network*, San Jose, CA

May 2025–Current

- Created promotional content including flyers, newsletters, and digital assets using Canva and Adobe Creative Suite
- Assisted with developing and implementing marketing campaigns across social media
- Provided assistance to clients navigating essential technologies related to healthcare access, job applications, and online communication

Graphic Designer, *Droplet*, San Jose, CA

Mar 2024–Aug 2024

- Conducted research on our target audience (children) to develop engaging and easily understandable water conservation content
- Collaborated with the team to conceptualize and design compelling brand identity, including logo design, color schemes, and typography
- Illustrated a children's book and accompanying website, ensuring a seamless UI while adhering to brand guidelines, resulting in an engaging and age appropriate narrative

Graphic Designer, *Associated Student of Ohlone College*, Fremont, CA

Mar 2022–Aug 2022

- Collaborated with club members and school departments to understand their design needs and deliver assets that support their strategic goals.
- Developed visual solutions that enhanced the club's brand, utilizing typography, photography, color, and illustrations

Graphic Designer, *International Children Assistance Network*, San Jose, CA

Feb 2021–Jan 2022

- Collaborated with the marketing team to design graphics, contributing to a 140% increase in social engagement across multiple platforms
- Managed and curated content for company social media accounts, resulting in a 50% growth in Instagram followers
- Utilized Hootsuite to analyze social media data, track engagement metrics, and monitor hashtag performance to optimize content strategy

Education

B.A in Graphic Design, San Jose State University, San Jose, CA

Aug 2022–May 2024

Skills

Canva, Creative Cloud (Photoshop, Illustrator, Indesign, After Effects, Lightroom), Figma, Procreate, Typography, Branding Identify System, Web Design, Logo Design, Editorial Design, Packaging Design, Print Design, Motion Graphics, Photo Editing & Retouching