

Dana Nguyen

Graphic Designer

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Experiences

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
- Created dynamic motion graphics for logo animation using After Effects, enhancing brand recognition and visual appeal

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 20% increase in social engagement across multiple platforms
- Managed and curated content for company social media accounts, resulting in a 10% 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 Design Studies with a Concentration in Graphic Design, San Jose State University, San Jose, CA

Skills

Typography, Branding Identify System, Web Design, Logo Design, Editorial Design, Packaging Design, Print Design, Motion Graphics, Photo Editing & Retouching

Software

Creative Cloud (Photoshop, Illustrator, Indesign, After Effects, Lightroom), Figma, Procreate