

Dana Nguyen

Graphic Designer

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Education

B.A in Design Studies with a Concentration in Graphic Design

San Jose State University, San Jose, CA
Aug 2022-May 2024

Experiences

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

May 2025-Current

- Created and developed promotional materials such as flyers, apparel graphics, (t-shirt designs, and digital assets using Adobe Creative Suite (Photoshop, Illustrator, InDesign) to support brand campaigns and event marketing
- Edited and enhanced short-form video content with Adobe Premiere Pro for social media platforms, boosting audience engagement and aligning with overall content strategy
- Assisted clients in navigating digital tools related to healthcare access, job applications, and communication, enhancing user experience and accessibility

Graphic Designer, Droplet, San Jose, CA

Mar 2024–Aug 2024

- Conducted audience research to design targeted visual content promoting water conservation for children, integrating illustration and child-friendly UI principles
- Collaborated with cross-functional teams to create cohesive brand identity, including logo design, color theory, and typography
- Illustrated a children's book and developed an accompanying website with intuitive UI/UX design aligned with brand guidelines, improving engagement

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

Mar 2022–Aug 2022

- Partnered with student organizations and departments to develop tailored graphic design solutions supporting strategic branding and communication goals
- Created visual assets utilizing typography, photography, color theory, and illustration to enhance club branding and event promotion

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

Feb 2021–Jan 2022

- Designed engaging graphics that contributed to a 140% increase in social media engagement across multiple platforms, strengthening brand presence
- Managed social media content strategy, growing Instagram followers by 50% through curated visuals and optimized posting schedules
- Used Hootsuite to track social media analytics, monitor hashtag performance, and refine digital marketing strategies for maximum reach

Skills

- Adobe Creative Cloud (Photoshop, Illustrator, Indesign, Lightroom, After Effects, Premiere Pro)
- Figma
- Procreate
- Google Suite
- Microsoft Suite
- Branding Identify System
- Layout Design
- Editorial Design
- Packaging Design
- Motion Graphics
- Image Making
- Photo Editing & Retouching