

CYNTHIA NGUYEN ✨

Graphic Designer

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✨ Achievement

Ligature 34 Best in Show Group Award

✨ Skills

Software

After Effects

Clip Studio Paint

Dimension

Figma

Illustrator

InDesign

Lightroom

Photoshop

Premiere Pro

Unity

Design

App Design

Branding

Magazine Design

Mascot Design

Merchandize

Motion Graphic

Packaging Design

Photo Editing

Social Media

Typography

Video Editing

Web Design

✨ Languages

Proficient: English

Intermediate: Japanese, Vietnamese

✨ Education

University of Florida, Gainesville, FL

BFA in Graphic Design 2025

Minor in Japanese Studies

✨ Experiences

UF SG Graphics and Copy Center 2023 - 2025

Graphic Design Assistant

- Created logos and merchandise promoting UF programs.
- Utilized the university's brand guide for event posts, increasing attendance by 40%.
- Assisted with printing flyers and other physical materials for events and organizations.

Step Up to Learn 2024

Freelance

- Worked alongside two designers to create StepUp's mascot, 'Jambo' the giraffe. StepUp uses Jambo to improve engagement, reading, math, and handwriting skills in young learners using research-based kinesiology.

Vietnamese Student Organization 2022 - 2023

Multimedia Director

- Developed merchandise including magazine, apparel, and stickers.
- Directed the Multimedia committee to produce promotional materials for the 50th-year anniversary cultural shows.
- Collaborated with the team to plan and execute unique events resulted in receiving the "Organization of the Year" award.

Japanese Student Association 2021 - 2023

Multimedia Chair

- Illustrated captivating graphics and merchandise, successfully promoting JSA's brand and contributing to increased attendance of general body members by 60%.
- Drafted and finalized the first logo and mascot, engaging member's involvement with the organization by 30% each year.

✨ Involvement

Japanese Student Association 2023 - 2024

Member Outreach Chair

- Spearheaded the planning of socials increasing member involvement by 25%.
- Planned 5 key activities for the Kyodai mentorship program.
- Initiated the first decoration committee overseeing 9 general members.

Asian American Student Assemble 2023

PR Committee Member

- Utilized strategic marketing techniques to increase awareness about AASA, reinstating it as a signature event at UF with an attendance of over 700 people from the university and out of town.