

JENUINE

Jennifer Kim Van Nguyen

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EDUCATION

California College of the Arts / Summer 2009
Extended Education - Publishing
San Francisco, California

Bachelor of Science in Design / 2003-2008

Emphasis on Visual Communications
University of California, Davis

UC Davis Summer Abroad / August 2008

Heinrich-Heine-Universität
Düsseldorf, Germany

SKILLS

Technical Proficiency

Adobe CS5: Dreamweaver, Flash
Adobe CS5: Illustrator, InDesign, Photoshop
Microsoft: Excel, Outlook, PowerPoint, Word
Actionscript 2/3, CSS, xHTML, jQuery
Mac and PC Platforms
CMS Experience: Basecamp

Language

Fluency in English and Vietnamese
Conversational German

Traditional Art

Photography: Manual, Digital, Lomography
Drawing, Inking, Painting, Screen-Printing

AWARDS

Philanthro Volunteer Recognition Award

Philanthro Productions, San Francisco /
July 2010

Outstanding Contribution to Design Award

University of California, Davis / June 2008

PROFESSIONAL EXPERIENCE

Simpson Strong-Tie - Pleasanton

Print Designer / December 2010 - Present

- + Designed catalogs, fliers, technical bulletins, trade show graphics, promo sell sheets, advertising collateral, PowerPoint presentations, etc.
- + Collaborated with engineers, programmers and department managers
- + Illustrated company's scale-perfect products with AutoCad and Illustrator CS5
- + Assisted the web team with planning and executing social media initiatives

Philanthro Productions - San Francisco

Chief Marketing Officer / April 2010 - Present

- + Remotely managed nonprofit marketing team consisting of Director of Online Marketing & Social Media, Director of Public Relations, & Creative Art Director
- + Developed and managed all online and social media marketing touch points
- + Collaborated with the board of directors; corporate; San Francisco, San Diego, and Los Angeles C-level officers; nonprofit beneficiaries and partners
- + Researched, analyzed, and monitored technological, demographic, and financial factors in order to create high traffic, attendance and success rate
- + Oversaw Philanthro SF's brand identity and messaging for all communication channels (i.e., website, e-commerce, email marketing, Facebook, Twitter, etc.)
- + Advised newly inducted city chapters and trained Seattle's & New York's CMO's

Hypen Magazine - San Francisco

Editorial Graphic Designer & Design Assistant / October 2008 - April 2011

- + Remotely managed advertisement sales and space reservations in each issue
- + Designed graphics for print and web for nationally distributed nonprofit
- + Worked closely with art, photography, editorial, business and operations team
- + Edited layouts and provided quality control before final print and distribution
- + Advised the business team on marketing and event planning initiatives

Philanthro Productions - San Francisco

Creative Art Director / April 2009 - April 2010

- + Remotely planned charity benefits and acted as liaisons between other nonprofit organizations, venues, sponsors, private owners and corporate partners
- + Designed all print, packaging, social media and web graphics for nonprofit
- + Designed email marketing and PowerPoint presentation templates
- + Corresponded and collaborated with Los Angeles and San Diego branches
- + Managed operations and marketing team to produce an art auction benefit
- + Collaborated with Corporate to create and submit proposals

Alejandrino Partners - San Ramon

Contract Designer / August 2009 - December 2009

- + Worked with design firm's nonprofit and corporate clients
- + Worked with Basecamp as primary CMS
- + Designed motion graphic PowerPoint for Youth Homes's Black Tie Gala
- + Worked on marketing email templates and messaging for Kerio Technologies
- + Developed website templates for My Social Blend, a social media company

Fremont Community Church & Christian Community Schools - Fremont

Graphics and Publications Designer / December 2008 - July 2009

- + Designed brochures, newsletters, ads, logos, mailers, flyers and web banners
- + Oversaw all graphic materials from all departments of nonprofit
- + Managed all marketing efforts and maintained relationships with vendors

UC Davis, Advising Services: Technology and Communications - Davis

Communications Assistant IV / March 2007 - June 2008

- + Designed and produced print, identity systems, and marketing materials
- + Communicated with clients and vendors
- + Maintained administrative responsibilities and updated production schedules
- + Filed, catalogued, proofread and prepared pre-press files for printing
- + Participated in all phases of the design process