

# CA NGUYEN

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## EDUCATION

**Arkansas State University** – Jonesboro, AR  
Expected Graduation Date: December 2025  
Bachelor of Fine Arts, Major in Graphic Design,  
Minor in Art History  
GPA 3.7

## AWARDS

2024 | AAF - NEA Gold Chapter Student ADDY  
2023-2024 | A-State Art & Design Portfolio Award  
2022-2023 | A-State Art & Design Portfolio Award  
Fall 2023 | A-State Dean's List  
Fall 2021 | A-State Chancellor's List  
Spring 2021 | A-State Dean's List

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## EXPERIENCES

**American Advertising Federation (AAF)**, – Jonesboro, AR

2024

**Addy Award Gala Night**

*Volunteer*

- Designed and produced 135 custom name tags in line with event branding, enhancing attendee recognition and welcome.
- Conceptualized and created visually engaging table placemats, elevating event décor and guest experience.
- Leveraged design skills to assist in event décor preparation, ensuring meticulous attention to detail for a cohesive ambiance.
- Collaborated effectively with organizers and volunteers to seamlessly execute design elements, contributing to the success of the prestigious ADDY Award Gala Night.

**A-State International Programs**—Jonesboro, AR

2022-2023

*International Ambassador*

- Provided extensive support to 50+ students during orientations, addressing documentation, housing, and facilitating school tours.
- Proficiently translated Vietnamese documents into English, ensuring effective communication for international students.
- Orchestrated and contributed to the execution of 10 events, ranging from intimate gatherings to large-scale functions.
- Offered personalized guidance to incoming students, aiding in their adjustment to campus life and enhancing their academic journey.

**Vietnamese Student Association** – Jonesboro, AR

2021

*Graphic Designer*

- Demonstrated ingenuity and artistic flair in establishing the association as an official school organization within the first semester.
- Crafted visually captivating posters that effectively promoted the Vietnamese Student Association (VSA) across campus.
- Spearheaded the conceptualization and execution of thematic decorations for significant events like Welcome Parties and Tet celebrations.

**Vietnamese Student Association** – Jonesboro, AR

2024

*Vice-President*

- Spearheaded event planning initiatives, leveraging organizational and creative prowess.
- Galvanized team members through dynamic leadership and motivational strategies.
- Orchestrated seamless day-to-day operations, demonstrating adept administrative skills.
- Elevated visual branding and communication through innovative art direction expertise.

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## PROJECTS

### **Pho Night – Annual Fundraising Event | 2023**

Designed promotional materials for the annual Pho Night fundraising event. Created engaging visuals and marketing collateral to attract attendees and raise funds for the organization.

<https://www.behance.net/gallery/167252989/Pho-Night-2023-Event-Promotional-Campaign>.

### **Typography Glossary Book Design – School Project | 2023**

Designed a comprehensive typography glossary book as a school project. Implemented layout design principles and typography techniques to create an informative and visually appealing book.

<https://www.behance.net/gallery/184138059/Typography-Glossary>.

### **Magazine Editorial Spread Design – Personal Project | 2023**

Created editorial spreads for a magazine as a personal project. Developed compelling layouts and incorporated visual elements to enhance the storytelling aspect of the content.

<https://www.behance.net/gallery/192582503/Editorial-Spread-Design>.

### **Vocabulary Flashcard App Prototype – School Project | 2024**

Designed a prototype for a vocabulary flashcard app as part of a school project. Utilized user interface design principles to create an intuitive and user-friendly app interface.

<https://www.behance.net/gallery/193355951/Vocabulary-Flashcard-App-Prototype>.

### **Coffee Truck Brand Identity – School Project | 2024**

Developed a brand identity for a coffee truck as a school project. Designed logos, packaging, and signage to establish a cohesive and visually appealing brand image for the business.

<https://www.behance.net/gallery/195300263/Coffee-Truck-Design-Lily-Latte>.

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## SKILLS

*Software:* Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe XD, Figma, Microsoft Office

*Soft skills:* Time Management, Guest Experience, Hospitality, Leadership

*Language:* English, Vietnamese