

Jayne Nguyen

jayne.nguyen@gmail.com | linkedin.com/in/jayne-nguyen | jayyinee.com

EDUCATION

New York University, Tandon School of Engineering
Bachelor of Science in Integrated Design & Media, Minor in Korean

Brooklyn, NY
May 2025

EXPERIENCE

NYU Berkley Center for Entrepreneurship

Undergraduate Graphic Design Assistant

New York, NY

Sep 2024 – May 2025

- Designed creative advertising for various media, including stickers, physical and digital flyers, newsletter elements, event programs, and report covers, to refine brand identity, expand outreach, and amplify audience engagement
- Managed website by designing layouts, publishing content, troubleshooting errors, and verifying information, which provided audiences with a clear and reliable user experience
- Facilitated event execution by managing logistics, setup, and on-site coordination

NYU Polytechnic Tutoring Center

Front Desk Aide

Brooklyn, NY

Sep 2024 – May 2025

- Served as the first point of contact for students accessing tutoring services, both in-person and by phone
- Advised students on external and internal resources, including subject tutoring, review sessions, and mock-up exams
- Collaborated with a small team to ensure efficient operations and student support

NYU Center for Student Life

NYU Welcome Media Captain

New York, NY

Oct 2023 – Nov 2024

- Developed the brand identity for the annual NYU Welcome theme for both 2023 and 2024, including branding guides, promotional graphics, merchandise, and physical/digital installations, to enhance brand visibility and aesthetic appeal
- Collaborated with team members to secure sponsorships and organize events, specifically Brooklyn Bash, NYU Restaurant Week, Karaoke, and Themed Hangouts, supporting the transition of 8,000 new students and 55,000 returning students
- Coordinated the selection, scheduling, and management of Welcome Leaders to produce promotional videos, social media content, and event media during NYU Welcome
- Fostered a supportive and positive team environment, boosted morale, and contributed to the recruitment process for future Welcome staff, serving as an NYU representative beyond the event

LEADERSHIP

NYU Vietnamese Student Association

Marketing Director

New York, NY

Jun 2023 – May 2024

- Supervised the Marketing committee to develop merch, video content, event photos, digital graphics, and illustrations to promote the club and on social media
- Delivered programs that regularly engaged 30–40 attendees, strengthening campus presence and community involvement
- Supported the Public Relations committee in producing bi-weekly and monthly email newsletters, including layouts and visual elements for 800 newsletter subscribers

Marketing Member

Oct 2022 – May 2023

- Participated in weekly brainstorming sessions to develop creative ideas for digital designs and social media content
- Created a new logo to effectively convey the club's core values and distinctive identity
- Collaborated with club members to organize and execute events

SKILLS

Design: Graphic Design, Branding, Typography, UX/UI Design, Motion Graphics, Animation, 3D Modeling, Web Design, Illustration, Art Direction, Photography, Video Editing, Social Media Marketing

Tools & Software : Illustrator, Photoshop, Premiere Pro, After Effects, InDesign, Microsoft Office, WordPress, Autodesk Maya, Blender, Figma, Procreate, HTML/CSS, Python, JavaScript, JSX, p5.js

Languages: English, Vietnamese, Korean

ACTIVITIES

Northeast Union of Vietnamese Student Associations (2023 – 2024), NACC-1 Media & Marketing Member (Jul 2023 – Aug 2023), MAC-XII Intro to Typography Workshop Presenter (Feb 2024), NACC-2 Media & Marketing Director (Apr 2024 – Aug 2024)

Asian American Christian Fellowship (2022 – 2025), Merch Team (Sep 2024 – May 2025), Social Media Team (Sep 2024 – May 2025)