

# Tiffany Nguyen

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858-925-9732

## Experience

### 81cents

**Design Intern**, Jun 2019 - Present

- Revised and edited client report templates and slide decks to better illustrate and synthesize data and information to +200 clients.
- Researched and illustrated a new set of social graphics to increase social activity and provide new content and maintain a presence on Instagram (+200 followers) and LinkedIn (+700 followers).
- Honed layout design skills by updating and drafting new assets and layout for the current site ([www.81cents.com](http://www.81cents.com)) and monthly newsletter through MailChimp.

### The Daily Californian

**Graphic Artist**, Jun - Sep 2019

- Assisted in creating compelling visual content that accompanied and helped synthesize news stories, which was viewed by 540,000 users monthly.
- Designed and revised pieces every week to produce graphics displaying stats and detailed info to readers in a variety of styles.

### Asian American Association, Berkeley Chapter

**Design Director**, Jun 2018 - May 2019

- Led and worked with a team of 13 to 15 members to develop printed and graphic marketing material for the organization.
- Organized team weekly meetings and instructed weekly design theory lessons and tutorials to the team to help them better advance in Adobe Illustrator and design thinking.
- Promoted, co-hosted, and attended events to +300 members to provide a welcoming Asian American community on campus.

## Projects

### Redesign of AC Transit

Human-Centered Design deCal, Oct - Nov 2019

- Redeveloped and iteratively redesigned the AC Transit mobile app and bus stop as a solution to the problem - How might we improve the campus travel experience?
- Drew from my team's findings and discussion from the inspiration and user research phase of our midterm project.

### 30 days of eggs

Personal Project, May - Jun 2019

- Partook on the challenge of 30 days of illustrations, focused on the fluid and complex form of eggs.
- Honed my skills in design and Illustrator and increase social media following on Instagram by 80%.

## Education

### UC Berkeley

**BA Art History + Media Studies**, 2017-19

Visual Spaces in Contemporary Art + Design

## Relevant Courses

Graphic Design Principles,  
Web Design + Development,  
Human-Centered Design,  
Virtual Humanities,  
Research + Data Analysis in Psychology

## Tools

### Proficient

Keynote  
MailChimp  
Adobe Creative Suite  
(Illustrator, InDesign, Premiere Pro)  
Squarespace  
HTML, CSS  
Figma  
Squarespace

### Familiar

Adobe XD  
Javascript  
Adobe Photoshop

## Skills

Interaction design  
Graphic design  
Graphic illustration  
Art direction  
User research  
Prototyping

## Interests

Medium articles (in Design, Education, Tech)  
Watching food shows & videos  
(*Gourmet Makes* series from Bon Appetit, *Great British Baking Show*)  
TedTalks  
Eggs and cats

# TIFFANY NGUYEN

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## EDUCATION

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### UNIVERSITY OF CALIFORNIA, BERKELEY

*Bachelor of Arts*

*Berkeley, CA*

*December 2019*

Major in Art History and Media Studies; Focus: Visual Spaces in Contemporary Art + Design

Relevant Coursework: Graphic Design Principles, Web Design + Development, Human-Centered Design, Virtual Humanities, Research + Data Analysis in Psychology

## WORK EXPERIENCE

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### 81CENTS

*Design Intern*

*Berkeley, CA*

*Jun 2019 - Present*

- Revised and edited client report templates and slide decks to better illustrate and synthesize data and information to +200 clients.
- Researched and illustrated a new set of social graphics to increase social activity and provide new content and maintain a presence on Instagram (+200 followers) and LinkedIn (+700 followers).
- Honed layout design skills by updating and drafting new assets and layout for the current site ([www.81cents.com](http://www.81cents.com)) and monthly newsletter through MailChimp.

### THE DAILY CALIFORNIAN

*Graphic Artist*

*Berkeley, CA*

*Jun - Sep 2019*

- Assisted in creating compelling visual content that accompanied and helped synthesize news stories, which was viewed by 540,000 users monthly.
- Designed and revised pieces every week to produce graphics displaying statistics and detailed info to readers in a variety of styles.

## LEADERSHIP ROLES

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### ASIAN AMERICAN ASSOCIATION, CAL CHAPTER

*Design Committee Chair*

*University of California, Berkeley, CA*

*Jun 2018 - May 2019*

- Led and worked with a team of 13 to 15 members to develop printed and graphic marketing material for the organization, which further promoted upcoming events and fundraisers.
- Organized team weekly meetings and instructed weekly design theory lessons and tutorials to the team to help them better advance in Adobe Illustrator and design thinking.
- Promoted, co-hosted, and attended events to +300 members to provide a welcoming Asian American community on campus.

## PROJECTS

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### REDESIGN OF AC TRANSIT

*Human-Centered Design deCal*

*Oct - Nov 2019*

- Redeveloped and iteratively redesigned the AC Transit mobile app and bus stop as a solution to the problem: How might we improve the campus travel experience?
- Drew from my team's findings and discussion from the inspiration and user research phase of our midterm project.

### 30 DAYS OF EGGS

*Self-driven project*

*May - Jun 2019*

- Partook on the challenge of 30 days of illustrations, focused on the fluid and complex form of eggs.
- Honed my skills on design and illustrator and increased social media following on Instagram by 80%.

## SKILLS

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**Skills:** Interaction Design, Graphic Illustration, Graphic Design, Art Direction, User Research, Prototyping

**Tools:** Adobe (Illustrator, Photoshop, InDesign, Premiere Pro, XD), Figma, Squarespace, HTML/CSS/JS, Keynote, MailChimp