

JENUINE

Jennifer Kim Van Nguyen

1905 Larkin Street
San Francisco, CA 94109
ooojenns@gmail.com
www.jenuinedesigns.com
408.930.4415

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
CSS, xHTML, jQuery, WordPress
Mac and PC Platforms
CMS Experience: Asana, Basecamp

Language

Fluency in English and Vietnamese
Conversational German

Traditional Art

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

AWARDS & PRESS

Named "SF's Most Prominent Figures in Nightlife, Fashion, Event and Entertainment Circles..."

7x7 Magazine, San Francisco / 2012

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

Marketing & UI Designer / December 2010 - April 2012

- + Designed smartphone applications, 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 - March 2012

- + Designed & oversaw Philanthro SF's brand identity and messaging for all communication channels (i.e., website, e-commerce, email marketing, Facebook, Twitter, etc.)
- + Managed nonprofit marketing team
- + 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
- + Advised newly inducted city chapters and trained Seattle's & New York's CMO's

Creative Art Director / April 2009 - April 2010

- + Planned charity benefits and acted as liaisons between other non-profit 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

Hyphen Magazine - San Francisco

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

- + 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

Alejandrino Partners - San Ramon

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

NOTABLE CLIENTS

Snoop Dogg, Yo Gotti, Bella Gonzalez, Fagan Welles, Xanh Restaurant, RainMaker Properties, Cystic Fibrosis Foundation, Hansen Soda, Nestle Global, Rsrve.Me, etc.