

# LUNA NGUYEN

Graphic Designer & Digital Marketing Specialist

## CONTACT

- +1 720-220-1169
- anhlunanguyen@gmail.com
- Aurora, Colorado, 80016
- www.anhlunanguyen.com

## EDUCATION

2019 - 2023

UNIVERSITY OF COLORADO  
BOULDER

- Bachelor of Strategic Communication with a minor in Creative Technology and Design
- GPA: 3.73 / 4.0

## SKILLS

- Public Relations
- Teamwork
- Time Management
- Effective Communication
- Critical Thinking
- Graphic Design
- Digital Illustration
- Copywriting
- Data, Media & Assets Management
- Adobe Photoshop, Illustrator, Indesign, XD, After Effects, 3D Stager, Premiere Pro, Express
- Microsoft Word, Excel, PowerPoint
- Canto & Bynder DAM system

## PROFILE SUMMARY

Sole proprietor of Anh Luna Nguyen LLC and Graphic Designer with 7+ years in multiple artistic fields and digital programs and software. 7+ years using digital art programs such as Adobe Photoshop, Illustrator, and Premiere Pro. 7+ years using document programs such as Microsoft Word, Excel, and PowerPoint. 7+ years of wide range of social media experiences including Facebook, X, Youtube, and Instagram. 7+ years managing sites using HTML, Wix, and WordPress. 1+ year of using DAM systems such as Canto and Bynder.

## WORK EXPERIENCE

**An Bang Graphic Design Committee**

2019 - PRESENT

Lead Graphic Designer

- Partnered with the An Bang Association to develop culturally inclusive designs for retreats, enhancing attendee engagement.
- Produced 10+ concept art pieces and finalized designs using Adobe Photoshop and Illustrator, elevating the organization's visual identity.
- Developed designs tailored to cultural themes and Committee feedback, fostering a sense of community among retreat participants.

**First Class Nails and Lash**

2021 - 2022;

Front Desk Receptionist

2024 - present

- Welcomed and assisted an average of 30+ customers daily, ensuring they received accurate and tailored information.
- Handled 50+ daily phone inquiries and efficiently scheduled appointments.
- Coordinated supply deliveries and operated essential equipment, streamlining communication between staff and clients.

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## LANGUAGES

- English: Fluent
- Vietnamese: Intermediate
- Japanese: Basic

## VOLUNTEER WORK

2022 - 2023

### THE BOLD NEWSPAPER CONTRIBUTOR WRITER

- Authored engaging articles on arts and entertainment.
- Designed custom illustrations to enhance visual appeal and reader engagement.

2020 - 2021

### CATCHAFIRE GRAPHIC DESIGN VOLUNTEER

- Developed impactful virtual designs, including logos and promotional materials, to support nonprofit branding initiatives.
- Designed for Sierra Vista Symphony
- Designed for Authentic Creations Publishing Apothecary.

## WORK EXPERIENCE

### Generator Source

2024

#### Design Asset Manager

- Streamlined the transfer of 500+ media files from shared drives, ensuring secure and organized data migration.
- Organized 1,000+ media assets by implementing folder structures, keywords, and filter tags, improving search ability by 30%.
- Analyzed and categorized inventory data in Excel, enhancing project tracking and decision-making efficiency by 20%.
- Leveraged Bynder DAM System to manage and optimize digital assets, reducing retrieval time for marketing materials.
- Prioritized and completed daily tasks ahead of schedule, ensuring project milestones were met without delays.

### Butterfly Pavilion

2022-2023

#### Design Asset Intern

- Transferred and consolidated 1,000+ media files from SharePoint, Dropbox, and hard drives, improving data accessibility by 25%.
- Systematically organized digital assets with folder structures and metadata tags, reducing search time for team members by 30%.
- Analyzed media usage data in Excel, providing actionable insights that optimized content management strategies.
- Designed and developed landing pages to promote exhibits, increasing online engagement and visitor inquiries by 20%.
- Utilized Canto DAM System to organize and retrieve assets efficiently, enabling faster content deployment for campaigns.
- Applied expertise in SharePoint, Dropbox, and Mailchimp to streamline file sharing and email marketing processes.
- Contributed to social media campaigns by capturing high-quality photos and videos, increasing audience engagement by 15%.