

# Yanna Nguyen!

## EDUCATION

### M.S. in Business & Branding, Experience Design

VCU Brandcenter | Richmond, VA | May 2025

### B.A. in Communications, Open Emphasis

Wichita State University | Wichita, KS | May 2023

## EXPERIENCE

### Principal Designer

Nonfiction Research | Full-time | June '25 - Present

- Lead creative strategy, translating qualitative research into intuitive, emotionally resonant user experiences; spearhead experimental initiatives across digital, physical, and AI-generative media.
- Collaborate cross-functionally with founders and Chief Strategy Officer to architect the firm's first comprehensive design system, shaping clarity and consistency from previously unarticulated preferences.
- Own execution of interactive storytelling and multimedia projects, ensuring strategic alignment through both rigorous and human-centered storytelling.

### Brand Strategist & Identity Designer

Richmond Ed Fund | Contract | Mar '24 - Present

- Executed full rebranding following successful in-class pitch contributing to 197% growth in revenue YTD
- Designed and developed website with all new visual identity, voice, and messaging framework for audience segments
- Delineated multi-channel content strategy spanning email, Instagram, Facebook, LinkedIn, and direct mail

### Strategic & Visual Communications Designer

Soundcheck Prevention Network | Freelance | Oct '23 - Dec '24

- Crafted strategic narrative, visual design and data visualizations for internal collateral, earning \$5 million in White House Funding
- Aligned multi-channel messaging strategy, facilitating city-wide training for staff members and policymakers
- Established design system, ensuring viability and cross-functional collaboration within nonprofit capacity

### Founder & Creative Director

BƯỚC BƯỚC | Entrepreneurship | Dec '21 - May '23

- Designed, prototyped, and directed production of original footwear
- Founded brand, overseeing all creative and business operations incl. inventory, curation, platform following, and vendor relationships
- Crafted brand identity, photography, and digital assets

## Brand Experience & Strategy

## CONTACT



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[www.yannanguyen.com](http://www.yannanguyen.com)

Thinker and maker translating abstract possibilities into integrated solutions through experience strategy, design, and an ever-expanding toolkit.

Ardent in co-creating change for better quality of life, with special interest in EdTech.

## CORE SKILLS

### Brand, Research & Strategy

Syndicated Data | SQL/R | GenAI

- Brand Development & Architecture
- Market Positioning & Competitive Landscape Assessment
- Audience Segmentation, Behavioral Insights & Targeted Messaging

### User Experience Design

Figma | HTML/CSS/JS | TouchDesigner

- UX/UI & Service Design Innovation
- Emerging Technologies, Rapid Prototyping & Physical Engineering
- Ecosystem, Journey & Empathy Mapping

### Art Direction & Design

Adobe Suite | FinalCut | Blender

- Visual Identity & Design Systems
- Composition & Typography
- Creative Storytelling & Production

### Communications & Stewardship

Slate | G-Suite/MS Office | Notion

- Stakeholder Management
- Public Speaking & Presentation
- Content Strategy & Planning