

# Yanna Nguyen!

## EDUCATION

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

VCU Brandcenter | Richmond, VA | May 2025

Live Clients: Google, Liquid Death

### B.A. in Communications, Integrated Marketing

Wichita State University | Wichita, KS | May 2023

## EXPERIENCE

### Principal Designer

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

Clients: Apple, Airbnb, Mattel

- Collaborate cross-functionally with founders and Chief Strategy Officer to architect the firm's first comprehensive design system, incl. brand guidelines, component libraries, and content frameworks.
- Lead content strategy, translating qualitative research into emotionally resonant user experiences; spearhead experimental initiatives across digital and physical media.
- Independently execute multimedia deliverables, reflecting research findings through narrative writing, modular asset creation, and high craft.

### Brand Strategist & Identity Designer

Richmond Ed Fund | Contract | Mar '24 - May '25

- Independently executed full rebrand contributing to 197% growth in revenue during tenure
- 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, securing \$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

BUÓMBÚÓM | Entrepreneurship | Dec '21 - May '23

- Designed, prototyped, and directed production of original footwear
- Founded brand and oversaw 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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Translating abstract possibilities into integrated solutions through experience strategy, systems design, and an ever-expanding toolkit.

## CORE SKILLS

### Brand Research & Strategy

Syndicated Data | SWOT | 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 & Empathy Mapping

### Art Direction & Design

Adobe Suite | FinalCut | Blender

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

### Communications & Stewardship

Slate | G-Suite/MS Office | Notion

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