

# Jennifer Nguy

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## EXPERIENCE

*Solar Energy Industries Association (SEIA)*

### Graphic Design Coordinator

OCT 2024 – PRESENT

- Designing graphic assets across digital and print mediums to communicate initiatives to stakeholders and enhance visual storytelling.
- Collaborating on projects with content writers, data researchers, and web developers to present a more unified brand experience.
- Designed a new email template that improved user experience and boosted email performance rates.

*Town of Chapel Hill*

### Communications and Graphic Design Specialist

JAN 2024 – PRESENT

- Designing digital and print materials (flyers, reports, presentations) for the Affordable Housing & Community Connections Department.
- Managing website design to improve user experience and enhance brand identity.
- Developing infographics and data visualizations to make complex data more accessible for community members.

*UNC Blue Sky Innovations*

### Design and Development Intern

JAN 2023 – MAY 2023

- Lead designer and developer in a cross-functional team that created an augmented reality prototype for the Carolina Panthers.
- Developed creative user experience solutions for clients using human-centered design concepts and emerging storytelling technologies.

## EDUCATION

### University of North Carolina at Chapel Hill

AUG 2019 – MAY 2023

B.A. Sociology / Minors in  
Studio Art & Journalism  
(Digital Design focus)

## TOOLS

Adobe Creative Suite

Figma

WordPress

Webflow

SquareSpace

HTML/CSS/JS

## SKILLS

Branding

UI/UX

Wireframing

Prototyping

Print Production

Illustration