

Aleksandra (Ola) Nguyen

Communications designer working across print, digital, and motion to create impactful brand storytelling across touchpoints and support operations and growth. My work combines strategy, production experience, systems thinking, and creative flexibility.

Contact & Info

Portfolio www.olanguyen.com
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Citizenship Polish citizen, currently in New York.
Authorized to work in the EU.

Education

2021 - 2025 **Pratt Institute**
New York City BFA Communications Design

May 2020 **American School of Warsaw**
Warsaw, Poland IB Diploma: 41 points

Involvement

since Jan 2026 **AIGA Mentorship Program**
New York City Mentee

since Oct 2025 **New York Design Club**
New York City Member

Organize events with industry leaders; design promotional material; conduct outreach; communicate with partners and sponsors

April 2025 **ATypl Conference**
Copenhagen, DK Volunteer

Skills

Technical:

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, AfterEffects, Premiere, Lightroom
- Figma
- Blender
- Presentation design: Keynote, PowerPoint, Adobe Express
- HTML, CSS, JavaScript, C++, Python
- E-commerce management and CMS, incl. Shopify, Klaviyo, Mailchimp

Languages:

- Fluent English, Polish, Vietnamese
- Intermediate German

Professional experience

April 2026 - now
New York City, USA

Symbol Audio
Graphic Designer

- Designed unique brochures promoting new product line, with nearly 1000 distributed at NY and LDN Design Weeks
- Design client-facing and internal communication to clarify production process and enhance sales and brand expression
- Liaise with vendors and manage production timelines
- Plan and design static and motion campaigns across email, web, and social, with 5-7% view-to-click conversion

Jan - May 2026,
Jan - May 2024
New York City, USA

Le Studio Anthost
Graphic Design Intern → Graphic Designer

- Improved brand presence by designing a new visual system across website, product communication, email, and social
- Designed product catalogs, presentation layouts, and line sheets to support sales, outreach, and client communication
- Developed social media schedule and video & photo content

Jun - Aug 2025
New York City, USA

ThoughtMatter
Design Intern

- Supported client and studio campaigns from concept to production, including concept pitches, environmental graphics, and 3D mockups
- Worked with strategists, project managers, and creative leads, and pitched to studio leads
- Clients: The Clinton School, Anchors Camp

Nov 2023
- May 2024
New York City, USA

Pratt Center for Community Development
Graphic Design Intern

- Typeset research reports and edited data-heavy maps
- Designed outreach materials and templates, in cohesion with the Center's and their partner organizations' brands, across print (ex. flyers), email, and social

May - Aug 2023
New York City, USA

Laine + Alliage
Graphic Design Intern

- Designed wallpaper campaign materials for event distribution, mail, and press outreach
- Supported editorial photoshoots, with my photos featured in Interior Design Magazine: lighting, shot digital and film photography, created compositions, sourced props
- Assisted with client presentations and design fairs
- Took initiative to design handouts that led to new contacts

Sep 2020
- Aug 2021
Warsaw, Poland

Stephani Home & Decoration
Brand Manager

- Established the brand identity for an emerging brand: positioning, visual direction, tone
- Directed e-commerce development with Coolbrand (visual direction, website architecture, functionalities), product and lifestyle photography, social media direction