

# Reena Ngauv

Greater Los Angeles Area

(626) 627-7740  
design@creativerebelry.com

creativerebelry.com  
linkedin.com/in/reenangauv

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Reena is an innovative, creative consultant with a forte in researching, strategizing, training, and planning. An asset to any team, she uses her ability to develop rapport to promote and encourage peers to achieve goals. Adept at presenting complex information to different audiences, Reena is comfortable interfacing with high-level stakeholders or customers. Able to see the bigger picture, she capitalizes on opportunities to affect meaningful change.

## CREATIVE CAPABILITIES / INDUSTRY KNOWLEDGE

- Research
- Strategic Decision Making
- Training Peers
- Planning
- Creative Direction
- Brainstorm and make use of group synergy
- Presentation Design
- Graphic Design
- Social Media Design
- ENewsletter Design and Management
- Web CMS management – WordPress / Wix / Squarespace
- Wireframing and Prototyping
- User Experience

## TECH KNOWLEDGE

- Adobe Creative Cloud
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Rush
- Adobe XD
- Figma
- Basecamp
- MailChimp
- Mandrill
- Wix
- Squarespace
- WordPress
- Microsoft Office
- Google Docs / Sheets / Slides
- Basecamp

## LICENSES, CERTIFICATIONS & EDUCATION

- Diploma in Modern Applied Psychology (in progress)
- Sales Training: Practical Sales Techniques
- University of Florida, BS in Digital Arts & Sciences

## PROFESSIONAL EXPERIENCE

### Panel Speaker at Breaking the Glass + Dell: "Women of Color" UX Design

Creative Rebelry, August 2022

- Participated along with two other panelists from the UX Design industry
- Event by Dell's Women in Tech Pillars in partnership with Breaking The Glass.
- Breaking the Glass is a program of Sthree created to support women-identifying professionals & their allies by promoting diversity, equity, and inclusion within the tech workforce.

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## Speaker at Design for Equity Reading Series - Advancing Racial Literacy in Tech

Creative Rebelry, February 2022

- Participated along with one other speaker to discuss ideas about advancing racial literacy in tech.
- Event by Design for Equity

## Game Designer for ZQUALS Family Card Game

February 2022 – August 2022

- Created an educational board game for kids.
- Started from an idea and created paper prototypes for testing.
- Performed game testing in person to refine game mechanics, card count, and rules.
- Planned a game testing event within the community to reach a large number of families at once.
- Created a system to take game testing notes and analyze them all.
- Created all graphics/ illustrations for the game.
- Sourced print vendor and created final art for game cards and packaging.
- Created e-newsletter and maintained email list to keep folks up-to-date with game development progress.
- Created digital print and play version of the game targeted towards teachers and homeschooling parents.
- Created instructional “How to Play” videos for game
- Launched product on three different platforms – TheGameCrafter, TeachersPayTeachers, and Gumroad.
- Launched website for product

## Digital Product Designer at Zamboni Company

November 2015 – January 2022

### Key Job Duties

- Launched an IoT App as part of a lean 4 person team. –
  - Created wireframes – low fidelity and high fidelity.
  - Researched and sourced dependencies for app. Presented solutions for app dependancies and reached a decision that worked well for the app and the marketing department.
  - Self taught to navigate new application, Mandrill, to help with transactional email troubleshooting for IoT app.
  - Self taught to navigate proprietary backend data app to help with troubleshooting with customers.
  - Took initiative and mapped out internal system workflow for IoT app to demonstrate to stakeholders internal and external gaps in processes.

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- Created an internal customer service system flow for onboarding new customers. Trained two customer service reps to onboard new customers.
  - Created marketing sizzle video, landing page, e-newsletter list, customer intake form.
- Led an initiative to redesign product listing pages to increase customer understanding of product offerings and increase company competitiveness in the marketplace.
  - Researched what other winning industrial machine manufacturers do to make their vast range of product offering clear to customers.
  - Developed a plan to help customers filter their search results based on a set criteria.
  - Led multiple presentations of design plan to stakeholders.
  - Launched initial test and then final pages after assessing user engagement.
  - Collaborated with developer to iteratively design all pages and testing scenarios.
- Established a project management system in the company (Basecamp). Collaborated with Brand Manager, and the rest of the design team via Basecamp.
- Established a spreadsheet system to keep track of all Brand Management software subscriptions and magazine ad spends YoY.
- Established an e-newsletter system for company. Created templates and a design language for all emails – internal newsletters to distributors and external newsletters to customers on a monthly cadence.
- Establish brand design language – colors, web scheme, social media scheme for various brand initiatives – podcasts, training videos, maintenance videos, performance tips, authentic parts...etc.
- Trained other team members on tips and tricks in creating social media content in Photoshop.
- Managed website – managed current WordPress site. Created web pages for new initiatives. Created web intake forms for various initiatives
- Managed and created all marketing collateral design - print brochures, business cards, one page leave behinds, PPT presentations, company history posters, company history images for media requests...etc.
  - I proposed a new design and format to the brochures and specification sheets for each product to simplify and showcase each product better.
  - The brochures went from vertically oriented with only one photo of the product and not as informative to eye-catching, horizontally oriented and double-sided with multiple photos and information blocks about each of the product features.
  - Newly formatted specifications docs organized the information in data tables that were easier for customers to read.
  - I created a template and design language for the brochure and specifications redesign that carried through the rest of the brand touchpoints – web, social, print, tradeshow, marketing materials, business cards...etc.

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- Managed and created social media design for Instagram, Facebook, LinkedIn. Managed social media postings via Hootsuite.
- Managed and created informational videos and launched the company YouTube channel.
  - The company needed a way to communicate a maintenance tip effectively to customers. Customer service was noticing the same questions come up repeatedly and it was apparent that customers weren't gleaning the information they needed from product manuals.
  - The initial idea proposed by Brand management was to create a one-pager PDF to communicate the maintenance tip. I took the images and copy intended for the one-pager and made a simple video to communicate the same maintenance tip. And thus the company maintenance tip video series was born.
  - From that point on, we worked with customer service to identify other commonly asked questions that could use a maintenance tip video.
- Managed and created some merchandise design - T shirts, pins, mugs, cornhole boards, coozies, tradeshow giveaways
- Managed and created trade show booth design – plan booth layout within specs and created high quality, large format graphics for booth.
- Managed contacts with various print vendors and magazines and delivered final print files or magazine print ads on time and within specs.
- Managed informational materials - company whitepapers, customer troubleshooting help docs, manuals
- Managed and created a system for updating safety labeling across all languages – over 40 labels for 4 different types of machines in 17 different languages.
  - Company needed a way to accurately maintain and edit a set of safety labels for their machines. In order to keep OSHA and ANSI compliance it was important that all the labels get updated graphics and text directives.
  - I created a file system in InDesign where one master file rules all the other files. After I had set up my master file to pull the updated graphics from a central source, it was easy to branch out into creating the same safety label set into 17 different languages.
  - Sourced a language translation vendor to obtain translations for labels.
  - Created a program to auto rename all print ready files by language and safety label codes for proper file management.
  - Maintained specs as required by the print vendor.
  - Output PDFs for internal procurement team members to view so that they could order the correct product from the print vendors.

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## Testimonials

Reena is not only a talented and creative designer, but a strong leader and thinker. She looks at her work with a "big picture" orientation - making sure it looks great and communicates the design imperatives. She's confident enough to speak up and offer ideas that will bring clarity to the message and help it come across in an easily understandable, visually appealing way. I love working with her because I know her work invariably makes my work look better!

Reena is an excellent designer that is always ready to go the extra mile to get the project done. Within her first few weeks with us Reena was handed an extremely urgent project with a short deadline that involved working with several internal business units and external vendors. Reena ran with the project and fully delivered all necessary assets to all parties quickly and on deadline. She is a great addition to any team and will be missed!

Reena is awesome; she has the rare combination of creative depth and project management. In other words, not only is she creative - but she also delivers to your expectations. I highly endorse Reena.

Reena is very easy to work with and is able to jump into a project quickly and efficiently. I am very impressed by her graphic skills as well as her ability to deliver quality work in a reasonable timeframe that is both highly creative and professional.