



Dayna Ha

hada031114@gmail.com • (484) 898-5930 • Bethlehem, PA
daynaha.myportfolio.com/
www.linkedin.com/in/dayna-ha

Education

Lehigh University *Aug 2022 – May 2026 (Expected)*
Bachelor of Arts in Design, Concentration in Graphic Design

Focus: Graphic design, typography, editorial systems, and interdisciplinary visual communication

- **Honors and Organization:** Dean's list, Asian Cultural Society, Korean Student Association, Industrial Design Student Association (IDSA), American Institute of Graphic Arts (AIGA)
- **Relevant Classes:** Graphic Design Introductory Studio, Graphic Design Intermediate Studio, Product Design Introductory Studio, Digital Prototyping Studio, UI/UX Design, Digital Photography 1, Global Marketing, Material Design, Sculpture, Design History, Art History, Social Media Marketing and Creative Coding

DIS Study Abroad *June 2024 – July 2024*
Copenhagen, Denmark

Furniture Design Studio Class

- Learned about Scandinavian style chairs through visiting various show rooms and study tour happened in Stockholm, Sweden

Projects

OMNI Marketing Project *Jan 2025 – Dec 2025*
Co-leader, Lehigh University

- Collaborated with a student team to research user behavior and develop menu concepts and omni-channel promotional strategies.
- Co-led strategic planning for Playa Bowls (Bethlehem) to expand customer base, drive in-store traffic, and promote complementary products.
- Proposed social media and on-campus initiatives; contributed to visual design and layout of the final client pitch deck.

Computer Science Capstone Project *Jan 2026 – Present*
Design Team Member, Lehigh University

- Partnered with a CS team to design intuitive interfaces for complex features.
- Built wireframes and high-fidelity prototypes in Figma, Adobe Illustrator, and InDesign with a focus on usability and accessibility.
- Applied design solutions across projects including an AI chatbot for Lehigh's College of Engineering, US Tape time tracking software, Nisky Hill Cemetery website, and a wearable tech interface for Lehigh athletes.

Experience

NABI Magazine *July 2025 – Nov 2025*
Graphic Design Intern, Remote

- Translated editorial content into cohesive visual systems through typography, layout, and image integration for print publication.
- Contributed finalized layouts to the company's 4th issue within professional print production workflows and standards.
- Designed social media content aligned with web articles, maintaining visual consistency across digital and print platforms.

Paidwork *May 2025 – July 2025*
Marketing Intern, Remote

- Created branded Pinterest posts and marketing visuals using Canva and AI image-generation tools to support digital campaigns.
- Developed visual content aligned with brand guidelines and marketing objectives for online distribution.

AAD Department Social Media *Aug 2025 – Dec 2025*
Social Media Manager, Lehigh University

- Recommended by faculty to manage the AAD Department's Instagram, developing content concepts and visual frameworks to highlight student work and academic culture.
- Managed visual storytelling and engagement strategies to strengthen the department's digital presence.

Leadership & Campus Involvement

Asian Cultural Society *Apr 2024 – Present*
Social Media Chair, Lehigh University

- Designed posters, merchandise, and logos in Adobe Illustrator and Canva, with select materials reaching 12,000+ views.
- Produced Reels and Stories leveraging platform trends to boost audience interaction and visibility.
- Led a small team while fostering an inclusive community through

Lehigh University Dance Fest Graphic Designer *Mar 2025*
Lehigh University, Bethlehem, PA

- Selected and paid as the 2025 Graphic Designer to create posters, logos, and merchandise for Lehigh University's Dance Fest.
- Produced cohesive visual assets that aligned with the event's identity and supported campus-wide promotion.

Skills

Soft Skills

Visual storytelling, Creative problem-solving, Brand thinking, Concept, Cross-functional collaboration, Team leadership, Client communication, Peer mentorship, Presentation skills, Written communication. Audience engagement, Content strategy, Attention to detail, Time management, Adaptability, Self-direction

Hard Skills

Tools: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro), Microsoft Office Suite, Google Suite, Figma, Canva, Procreate (Illustration and Animation), Autodesk Fusion360, Rhino 7, and HTML

Fabrications: 3D Printing, CO2 Laser Cutter, Woodworking, Metalworking, Sewing Machine, Plaster

Languages: Native in Korean, Fluent in English, Intermediate in Mandarin