



Hi there! My name is Cindy Nguyen and I'm currently the Art Director at KCPR 91.3FM for the 2023-2024 academic year. I was Mustang Media Group's Advertising Design Manager last year for the 2022-2023 year, and a designer for both Mustang Media Group and KCPR the year before that – all to say, I'm glad to share that I've been highly involved in all entities of MMG throughout the majority of my college career.

I've been a creatively inclined individual my entire life, much so to the point where I made the decision to attend an arts high school with visual art as my chosen discipline. However, as someone who also considers themselves a rather logical and practical person, I've also felt that these were two distinct sides to me that didn't have much opportunity to ever intersect. When I first stumbled across the world of design in high school, I felt like it was the solution to this inner conflict I felt, and immediately knew it was the right path for me. From that moment on, I decided to dive into design wholeheartedly and pursue it as my major once I entered college.

As I've discovered more about design, I've become increasingly infatuated with the ways in which it permeates and directs all aspects of our society – from street signs to packaging in grocery stores. Design can even extend to physical forms themselves, like the buildings we occupy or the objects we utilize in our everyday lives. It can be loud and demand your attention, or it can be so subtle and invisible you may not even realize it is a crucial component to your daily life. Design is a unique mix of creativity, innovation, and practicality that just reflects me as an individual, and it has never felt more intuitive to pursue it as a discipline. As practical as it can be, I also love its ever-evolving nature as trends and the needs of design change as society does. Most of all, I love how good design has the power to drive change and create an impact on the world. It can inspire people to take action and connect with one another, and there is no better feeling than being able to create something that allows me to do just that.

Inspiration finds me as I grow and move throughout the world, and appears in even the smallest, most mundane things. I have found inspiration in the shadows casted by trees on the ground, a suspended note in a song – it is all the little experiences and stories of my life that I collect which pool into a wide source of inspiration for me. These small, separate experiences react and combine with each other to produce nuggets of inspiration which I draw from. This feeds into my creative process, which always looks different depending on what I am working on. It typically starts with understanding what the goal of the design is and who the audience is for a project. I research what is being done for projects similar to the one that I am working on and seeing what they do successfully, and what I can do differently to create a unique work that stands out from the rest while still being effective. Especially in the realm of advertising, I believe this is especially important since advertisements have saturated the media we consume on a daily basis. I then begin concept exploration, creating a moodboard and collecting typefaces, color palette options, and images. I'll typically sketch out many of my ideas on paper and then narrow down the options from there, choosing a select few to digitize. Ideas on paper don't always translate well on a screen, and so I'll then take the time to develop and refine what works further in several rounds until I feel that the design has achieved my initial goal. Throughout this entire process, I ask my peers for feedback, which is one of the most crucial parts of my creative process. I find it incredibly important to get a fresh perspective from others with and without a background in design since the audience for most designs are not designers themselves and so it can be incredibly helpful to get that perspective, but it is still equally valuable to get more technical suggestions from those who do have design knowledge.

While every role in a media organization is crucial and I believe they all work in tandem with one another to contribute to the overall success of the organization, the designer is especially important because of its role



in determining how the organization is perceived by its audience. With the special sections and campaigns that advertising designers at Mustang Media Group produce, this is often the first impression people have of our organization as they often target new students and visitors, which makes it so important as a designer to connect and leave a lasting impact right off the bat. The work of the designer also provides critical support to all other work put out by the organization. Because humans tend to be visual creatures, building accompanying graphics to journalistic stories or translating news into infographics can really elevate the media being produced and make it more accessible to the general population. Furthermore, the visual work of the designer can help build lasting relationships between the organization and its audience as well, presenting the organization in a way that allows its audience to trust the work that it puts out and return for more.

Though I have enjoyed and valued my experience at Mustang Media Group immensely, music has been a central force in my life alongside design, and so I aspire to work in the music industry one day as a graphic designer. Exploring how music can be expressed visually – in other words, taking one form of artistry and translating that into another format – is something particularly compelling to me. I especially love the room for experimentation that exists within this particular niche, as there is no specific formula or method to go about it. To be able to challenge myself as a designer in this way while also being able to help support and collaborate with the musical artists who have inspired me would be incredibly rewarding. Working at a design agency in the realm of brand identity is also something of interest to me, since finding ways to build dynamic yet comprehensive identity systems is another area of design I would love to pursue further. I am always seeking ways to grow as a designer, and so the diversity of projects and clients that comes with working at an agency would encourage that since each project is unique and has their own specific needs.

To Whom It May Concern:

It is my pleasure to write to you today to nominate Cindy Nguyen from Mustang Media Group at Cal Poly San Luis Obispo for the award of Best Graphic Designer from Associated Collegiate Press. In the pages to follow you will see samples of Cindy's extraordinary design work from the last year and a half for MMG. In some instances she had to provide compelling sales materials to assist account executives. In other cases she had to provide dynamic and enticing multimedia campaigns for local clients. Across the board though Cindy excelled with each and every design she created for MMG this past year.

As you look through Cindy's portfolio you'll see but a small sampling of her great work for Mustang Media Group. One of the first things that you'll notice is her incredible media kit. Over the past six months our organization has had to replace over 90% of its sales staff due to graduation. This media kit has quickly helped our new account executives understand the dozens of products that MMG has to offer them and also allowed them to quickly communicate audience and value to returning and new advertisers. It has been a major factor in our organization actually growing its total revenues over the last six months despite churning so many account executives.

Also included is some of the incredible work on the special sections for MMG that Cindy has done this past year. You'll notice in particular "Go SLO" where Cindy helped build a product that serves as not only a first look at life in San Luis Obispo County and at Cal Poly to incoming students but also serves in part as a visitors guide for all tourists to SLO county as well. The pages and designs are warm, enticing and welcoming. It served as the perfect vehicle to welcome over 6000 incoming students to the area as it was mailed directly to them a month before classes begin and in the process helped both our organization and its clients begin at minimum a 4-5 year relationship with these students.

When looking at all of the above as well as with Cindy's design work for local businesses and campus organizations you will see first hand a versatility of designs that adapts to each and every situation. What this portfolio may fail though to demonstrate is Cindy's work ethic which is quite simply second to none. Day to day Cindy has a daunting schedule as not only a student studying graphic design but also in other areas of student media where for example she also serves as a DJ on KCPR radio. In addition to all of this she led and coached a team of three other designers for MMG who routinely found themselves jammed with a ton of design work from our sales team week to week and month to month and somehow constantly provide work that mirrors Cindy's excellence and is a further testament to her leadership. She has now moved on to be the design manager for KCPR where she is once again excelling, this time in building a brand for college radio to an audience used to streaming their music via Spotify.

I hope that you will come away as impressed as I have been this past year. I also hope that when you consider all of Cindy's other obligations and leadership that you will see fit to reward her with Designer of the Year. She represents the very best that Student Media has to offer and this prestigious award of Designer of the Year would be an incredible recognition for all of her amazing efforts.

Sincerely,

Jon Schlitt

General Manager

Mustang Media Group, Cal Poly San Luis Obispo

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education

CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS OBISPO

Bachelor of Science,
Graphic Communication
Design Reproduction Technology Concentration
Architecture Minor
Media Arts, Society, & Technology Minor
TO BE CONFERRED JUNE 2024

awards

COLLEGE MEDIA ASSOCIATION

2023
1st Place – Best Media Kit

ASSOCIATED COLLEGIATE PRESS

2023
1st Place – Advertising Special Section

COLLEGE MEDIA BUSINESS AND ADVERTISING MANAGERS

2023
2nd Place – Best Designer

COLLEGE MEDIA BUSINESS AND ADVERTISING MANAGERS

2022
1st Place – Best Coupon Book

CAL POLY DEAN'S LIST

SPRING 2021 – SPRING 2023

skills

ADOBE

Photoshop, Illustrator, InDesign, Audition, Premiere Pro, Lightroom

MICROSOFT

Word, Excel, PowerPoint

FIGMA

TRELLO

HTML/CSS

—

ADVERTISING DESIGN

EDITORIAL DESIGN & LAYOUT

BRANDING & IDENTITY DESIGN

LOGO DESIGN

ILLUSTRATION

experience

CREATIVE INTERN, TENCUE

OCTOBER 2023 – PRESENT | EMERYVILLE, CA

- * Assist Creative Team in designing graphics, mockups, and presentation decks for client meetings and events
- * Develop design and concept proposals for event production
- * Assist in internal and external branding improvements to support exploration of growth opportunities and market expansion

ART DIRECTOR, KCPR 91.3FM

JUNE 2023 – PRESENT | SAN LUIS OBISPO, CA

- * Oversee all visual identities for KCPR to maintain a cohesive brand identity, increase brand recognition, and reinforce the station's unique positioning
- * Supervise a multidisciplinary team of artists and designers in developing original designs used for articles and merchandise and across social media and web
- * Collaborate closely with marketing and events teams to produce creative and optimized promotional campaigns using interactive multimedia strategies

DESIGN DIRECTOR, DESIGN VILLAGE

SEPTEMBER 2022 – MAY 2023 | SAN LUIS OBISPO, CA

- * Designed branding assets and establish a cohesive look for the Design Village event
- * Oversaw the design team in designing merchandise, wayfinding, signage, and marketing assets
- * Collaborated with event vendors to execute print and production orders

ADVERTISING DESIGN MANAGER, MUSTANG MEDIA GROUP

JULY 2022 – AUGUST 2023 | SAN LUIS OBISPO, CA

- * Oversaw design projects from ideation to production in order to develop creative and compelling advertising products
- * Utilized project management platforms such as Figma and Trello to manage team of designers and delegate design assignments
- * Preflighted advertisements and pages to ensure files were correctly sized, formatted, and arranged for print
- * Developed effective multimedia marketing campaigns promoting special editions in 24-hour turnarounds

GRAPHIC DESIGNER, KCPR 91.3FM

JANUARY 2021 – JUNE 2023 | SAN LUIS OBISPO, CA

- * Designed graphics for articles and campaigns published on KCPR.org
- * Created content in accordance with KCPR's brand identity and branding guidelines
- * Developed promotional campaigns and merchandise for marketing and outreach

ADVERTISING DESIGNER, MUSTANG MEDIA GROUP

SEPTEMBER 2021 – JULY 2022 | SAN LUIS OBISPO, CA

- * Designed flyers, promotional pieces and advertisements for Mustang Media Group
- * Collaborated closely with business and editorial teams to produce monthly and quarterly special editions
- * Fulfilled client advertising designs for multiple newspapers for Mustang News and special edition issues for Mustang Media Group
- * Collaborated with coworkers to design campaign deliverables for new clients

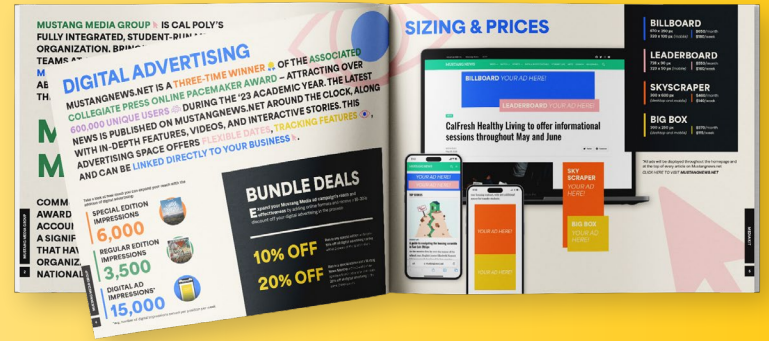
CANDY MCGUYEN

PORTFOLIO

MEDIA KIT 2023-2024

Mustang Media Group prides itself on its student leadership, and so I decided to use a bright, graphic approach for the design of this media kit to highlight the **youthful, student-run aspect of the organization**. Especially as something that our advertising executives present to both prospective and returning clients, it was important to maintain clarity and legibility throughout the media kit while still conveying a personable and professional identity. This approach also reflects a **growing emphasis on our digital products** (as well as their effectiveness and value) as MMG and the world continues to be further integrated in the digital sphere.

[View media kit here](#)



KCPR SALES FLYER 2022-2023

KCPR 91.3FM is Cal Poly's student-run radio station that serves to bring new and independent music to Cal Poly and the greater San Luis Obispo community. With the station seeing record-hitting numbers of up to **18,000 monthly listener sessions** on its website alone, it was imperative that we developed a sales flyer that could both introduce the structure of the station and the unique advertising products that it offers. Radio is an underutilized advertising channel which poses both a challenge and an opportunity for advertising executives, so it was important to emphasize the value of KCPR's underwriting rates and bundle deals in order to address this. The flyer features background information about KCPR like its audience and reach in addition to information about its digital advertising and underwriting packages. I worked closely with the KCPR team to ensure that the flyer was professional and concise while still maintaining its vibrant, alternative identity that sets it apart from other radio stations across the Central Coast. With the aid of this flyer, KCPR was able to **hit its sales goal for underwriting for the fiscal year.**

KCPR DIGITAL ADVERTISING AND UNDERWRITING

KCPR 91.3 FM

KCPR 91.3 FM is Cal Poly's student-run radio station broadcasting over the air and online on KCPR.org, bringing new, independent and alternative musical acts directly to the Central Coast. Starting with a morning news show and continuing throughout the day with a variety of day part shows hosted by our very own DJ's, KCPR provides the Cal Poly community with music ranging from indie to punk and all the deep cuts in between. Tune into KCPR live from your radio at 91.3FM, or from anywhere in the world with our live stream on KCPR.org supported on desktop, mobile, and the iHeartRadio and TuneIn apps.

10,000+
MONTHLY LISTENER SESSIONS
ONLINE AT KCPR.ORG

HEAR YOUR MESSAGE ON AIR AT 91.3FM


SUPPORTED ON DESKTOP, MOBILE, IHEARTRADIO, & TUNEIN

AUDIENCE

KCPR maintains a close and special relationship with the community, catering to Cal Poly's student population and residents of the surrounding local area. The station has many devoted listeners who trust KCPR's voice, from current students and locals to alumni and family members of students from across California and the nation.

LOCAL REACH

KCPR's terrestrial signal covers San Luis Obispo County, spanning from Templeton to Arroyo Grande. The KCPR.org online stream garners listeners from across the globe.



REACH EVEN MORE CAL POLY STUDENTS!

KCPR will be played every weekday from 12PM to 4PM in the University Union Building and Plaza, increasing the amount of exposure your ad has.

UNDERWRITING

Underwriting is a distinctive way to advertise your business, product, service, or event with an audience that is emotionally invested in their local radio station. It serves as an opportunity for unique and creative advertising that is not conveyed through other mediums, and is an effective way to reach an audience that typically resists traditional advertising.

The following is included with all KCPR underwriting packages:

- Production of a 15-second spot
- Leaderboard ad on KCPR.org

The FCC regulates the language used in underwriting spots

UNDERWRITING RATES

INCLUDES DIGITAL ADVERTISING ON KCPR.ORG

BUNDLE AND SAVE! 1 spot every 2 hours 9 spots/day 270 spots/month	\$350 /1 month	\$600 /2 months <small>(save \$50/month)</small>	\$750 /3 months <small>(save \$100/month)</small>	\$1000 /4 months <small>(save \$100/month)</small>
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DAYPART SHOWS KCPR features a diverse lineup of daypart shows and news hours to keep our listeners informed and entertained throughout the whole day.

THE BREAKFAST CLUB

After our morning hour of Mustang News on KCPR from 9AM - 10AM, *The Breakfast Club* kicks off the music with an array of mellow indie and folk tunes from 10AM - 12PM.

AFTERNOON DELIGHT

From 12PM - 4PM, KCPR ramps up the good vibes a notch with *Afternoon Delight*, which features alternative and rock jams to ward off the afternoon slump.

THE COMEDOWN

The Comedown is aired from 4PM - 6PM, a daypart show that provides the ultimate max of deep, refreshing tunes to help you wind down on your drive home.

THE LOUNGE

In the evening, KCPR airs Mustang News on KCPR from 6PM - 7PM and is followed by *The Lounge*, which keeps you rockin' into the night with groovy, cutting-edge beats.

KCPR KCPR.ORG ONLINE DIGITAL ADVERTISING

INCLUDED WITH ALL UNDERWRITING PACKAGES

KCPR.ORG

KCPR.ORG is home to what is new, now, and next in SLO — from music, events, and nightlife to student lifestyle and local guides. Our website features articles that cover local interests, new music, and interviews with artists. Our social media platforms highlight the latest artists, culture, news, and upcoming events.

Digital ads visually communicate to KCPR's devoted audience about your business, product, service, or event, allowing visitors of KCPR.org to interact with your ad through clickable links.

All KCPR underwriting packages include digital advertising on KCPR.org in the form of a leaderboard ad featured at the top homepage and above articles and other website content, supported on desktop and mobile web browsers.

85,000+
YEARLY PAGE VIEWS

SEE YOUR MESSAGE ON KCPR.ORG

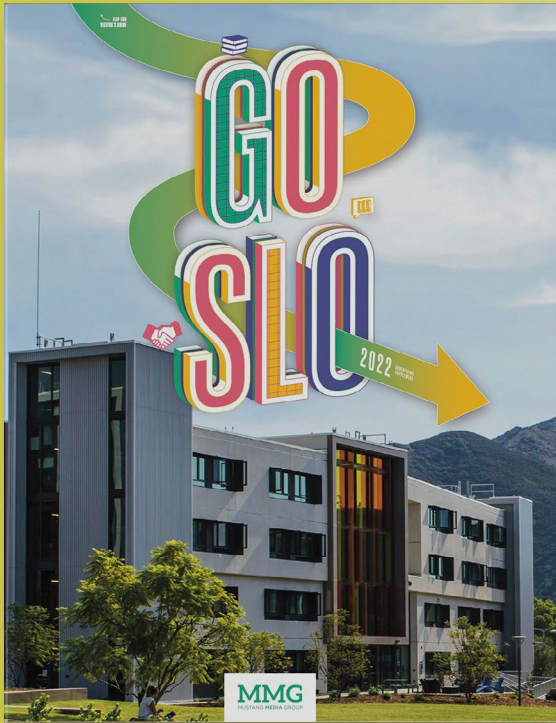
22,000+
UNIQUE WEB PAGE VISITORS



LEADERBOARD 728 x 90 px
320 x 50 px mobile

GET IN TOUCH WITH US!

✉ marketing@kcpr.org
🖱 kcpr.org
📱 @kcpr913



03 GO SLO 2022

As Mustang Media Group's only summer special edition and the first physical product incoming students receive from Cal Poly, I wanted this edition to **represent the start of their college journey**. In collaboration with another designer on my team, we decided to incorporate a winding arrow motif throughout the edition to visually represent this. This is also only the second year of Go SLO being designed as a reversible edition in order to feature its two content sections. One side focuses on resources for incoming students, and when flipped, the other side acts as a visitor's guide for newcomers to San Luis Obispo. We wanted to more clearly differentiate between the two sections visually as part of our goal to further develop this reversible design, which we achieved by reversing the color palette used between the two sections. The arrow motif also serves as a visual indication that the edition can be flipped over.

To convey the exciting and unique experience of starting college, I aimed to make this edition **adventurous, bold, and engaging**. To increase engagement and introduce a more innovative aspect into the usual structure of our special editions, I designed an interactive activity bucket list that can be torn out and used when exploring San Luis Obispo for the first time, which is also the first time this has ever been implemented.

EDITOR'S NOTE

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MAKE SPACE FOR MUSIC IN YOUR QUARTERLY SCHEDULES!

SPONSORED BY CAL POLY MUSIC DEPARTMENT

Research shows that students who participate in extracurricular activities, such as music, have higher academic achievement and are more likely to graduate. Music is a powerful tool for learning and personal growth. The Cal Poly Music Department offers a variety of opportunities for students to explore their passion for music and develop their skills. Whether you're a beginner or a seasoned musician, there's a place for you in the Cal Poly Music Department. Join us for our upcoming events and discover the joy of music at Cal Poly.

A Special Welcome to the CLA's First Gen Students

WELCOME FROM DEAN WILLIAMS

FIRST-GENERATION STUDENT RESOURCES

WELCOME FROM DEAN WILLIAMS

CLA RESOURCES

CAL POLY DIVERSITY RESOURCES

FIRST-GENERATION FACILITY AND STAFF PAGE

SLO ACTIVITIES BUCKETLIST

BY LAUREN ENKO

1. THE TOP CHALLENGE
2. THURSDAY NIGHT FARMERS MARKET
3. BIKER NIGHT
4. COUNTRY LINE DANCING
5. KITE THROWING AT BATTLE ALE CYS
6. VISIT STAY AT THE MANOLINA INN CYS
7. DISCOVERY 1 DISCOVERY ROUTE
8. KITE THROWING AT BATTLE ALE CYS

66 NO MATTER HOW THE DISCOVERY 1 DISCOVERY ROUTE IS ALWAYS BEAUTIFUL AND PROVIDES THE PERFECT OPPORTUNITY FOR THE GENERAL PUBLIC TO ENJOY AN UNPARALLELED LOCATION

[View full edition here](#)

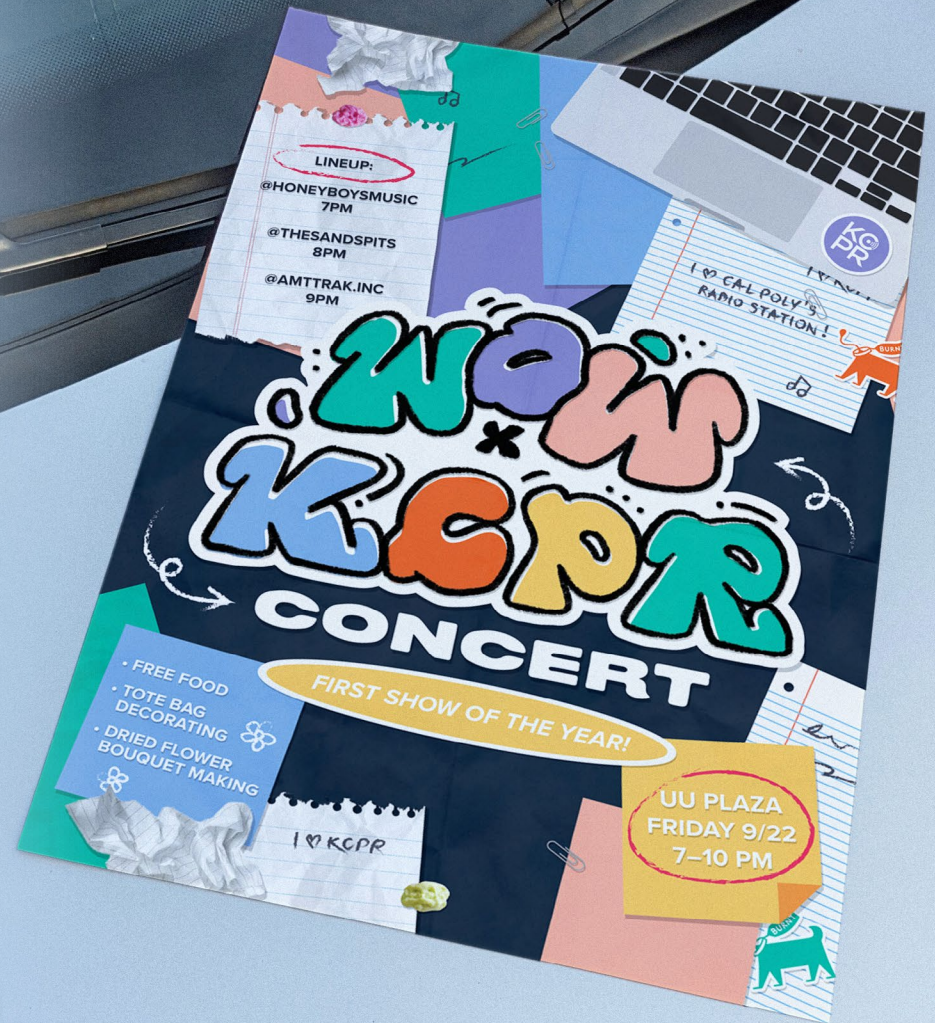
WOW X KCPR CONCERT 2023

To kick off the start of the 2023-2024 academic year, KCPR worked with Cal Poly's New Student and Transition Programs to put together a concert for its annual Week of Welcome (WOW), which is a program that marks the official beginning for new freshman and transfer students at Cal Poly. KCPR has never worked with WOW to put together a concert before, and with this also being KCPR's first concert of the year overall, it was important that the design for this promotion stand out to mark this **first of its kind event**.

I wanted to mix KCPR's **edge and grunge with a classic school detention theme** for this promotion, complete with wads

of chewed gum, crumpled paper, and pencil scribbles. I also decided to incorporate motion graphics for the digital deliverables and designed a custom looping animation title, which would be particularly eye-catching compared to typical static posts. It was also important to keep elements from KCPR's brand, which I achieved by using the station's established color palette and typeface for the copy.

[View animation here](#)



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KCPR DESIGN CONTEST 2023

KCPR's annual design contest is part of its fundraising efforts and invites all students to enter for the chance for their designs to be put on KCPR merchandise and worn by members of the San Luis Obispo community. Because this was a comprehensive print and digital promotional campaign, I made sure the design was flexible and adaptable for a variety of dimensions. The almost chaotic scribbles and paint marks dispersed throughout the design reflects KCPR's **grungy and energetic personality** while also acting as a visual encouragement for design entries to be creative and fun.

