



Dayna Ha

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Education

Pratt Institute

Masters of Science in Information Experience Design

Aug 2026 – May 2028 (expected)

Focus: IxD Program

Lehigh University

Bachelor of Arts in Design, Concentration in Graphic Design

Aug 2022 – May 2026

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

DIS Study Abroad

Copenhagen, Denmark

June 2024 – July 2024

Furniture Design Studio Class

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

Leadership & Campus Involvement

Asian Cultural Society

Social Media Chair, Lehigh University

Apr 2024 – May 2026

- 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

Lehigh University, Bethlehem, PA

Mar 2025

- 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

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

Projects

OMNI Marketing Project

Jan 2024 – 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 – May 2026

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

DAYUL SOOP Cafe

Planning Manager, South Korea

July 2025 – Present

- Created a merch, business card, flyers, menu, signs and more for the cafe promotion and management.
- Planned overall cafe management and how to attract customers.
- Came up with cafe's concept and brand image by analyzing target audiences.
- Planned the cafe events like Halloween events to attract the customers.

NABI Magazine

Graphic Design Intern, Remote

July 2025 – Nov 2025

- 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

Marketing Intern, Remote

May 2025 – July 2025

- 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

Social Media Manager, Lehigh University

Aug 2025 – Dec 2025

- 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.