

Phi Nguyen

contact@phi-nguyen.com | linkedin.com/in/itspronouncedfee | www.phi-nguyen.com | (720) 514-9874

DESIGNER

Multidisciplinary | Multifaceted | Denver, CO

Work Experience

Maxx Impact Group

Aurora, CO 80014

(September 2024 – Current)

Marketing and Graphic Designer

- Design email newsletters for companies like Holder, Hensel Phelps, and Denver International Airport (DEN)
- Work with non-profit companies and create marketing collateral
- Maintain relationships with contractors and subcontractors and provide marketing support as well as consultation

Enforce Inc.

Northglenn, CO 80239

(January 2024 – February 2024)

Web and Graphic Designer

- Establish new brand via logo design and set aesthetics
- Website refresh by implementing more dynamic and interactive elements utilizing Figma
- Design art and collateral for sponsored clients as well as internal

B and B Blending

Northglenn, CO 80239

(June 2015 – February 2023)

Chief Creative Officer (CCO) One-person Creative Department

Acting as Art Director / Creative Director, Graphic Artist, Production Artist, Web Developer, Content Manager, Motion Graphics Designer, Video Producer, Video Editor, Online Producer, Photographer, Social Media Manager, and Publications Designer.

- B2B Closely collaborate directly with outside agencies ranging from startups to Fortune 500
- Brand establishment (logos, packaging, aesthetics) for 400+ unique companies and internal stakeholders
- Multiple website designs and maintenance on Wordpress platform
- Promotional collateral (full multimedia gamut ranging from digital to print)
- Social media content creation and maintenance
- Package and label design (and compliance) for tens of thousands of SKUs
- OSHA regulation implementation (over 40,000 SKUs made compliant in a compressed timeline)
- Start of my tenure: \$6M in domestic revenue; end of my tenure: \$25M in domestic revenue (over 315% increase)
- Start of my tenure: selling in 3 countries; end of my tenure: selling in almost 30 countries (900% increase)

XL EDGE (CIEN+)

Englewood, CO 80110

(July 2014 – May 2015)

Graphic Designer Lead

- Closely collaborate with account managers for brands such as P&G, Kroger Family of Stores, and many others
- Design digital and print collateral as well as edit video for marketing assets under the supervision of Creative Director
- Design multimedia assets to be utilized for TV, radio, web, and print publications

TNTsalesCO

Wheat Ridge, CO 80033

(June 2013 – May 2014)

Senior Graphic Designer (Contract)

- Closely collaborate with design team to create a new retail line from concept to national distribution
- Maintain existing product lines by creating marketing collateral such as point-of-purchase displays and publication advertisements
- Create commercial-ready photography and video assets
- Set a new industry standard for presentation and offerings for the new product line

Navajo MFG

Denver, CO 80216

(December 2010 – June 2013)

Graphic Designer: Electronics

Ownership of the entire electronics line of gadgets and chargers under multiple brands

- Sole-designer for packaging, marketing collateral, photography, catalogs, point-of-purchase displays, planograms, and point-of-sale
- Design a new-to-market flagship all-in-one mobile charger
- Collaborate with outside agencies to create private label products
- Create store-ready physical mock-ups utilizing plot printers, plot cutters, and vacuum-form machines
- Manager to hundreds of active SKUs

Graphic Designer

- Closely collaborate with account managers for brands such as Samsung, Apple, Sony, Panasonic, Yamaha, and many others
- Collaborate with other design team members to bring Art Director's visions to fruition
- Design and create in-store marketing collateral, commercial photography, catalogs, point-of-purchase displays, and point-of-sale assets
- Generate weekly retail advertising for national print publications
- Create commercial-ready assets for marketing use and collateral for stakeholder presentations

Gráficos USA

Lakewood, CO 80226

(March 2006 – July 2006)

Graphic Design Lead

- Customer facing collaborations with small-business owners to establish or renew brands and identity
- Utilize large pot-printers and laminate machines to translate digital to tangible designs
- Create grassroots marketing campaigns for small businesses to boost visibility and relevance

Technical Skills				
Adobe Creative Cloud	Microsoft Office Suite	Figma	Microsoft Windows	Branding
Adobe Creative Suite	Microsoft Outlook	UI Wireframing	Linux	Print Design
Adobe Photoshop	Microsoft Word	UI Prototyping	Android	Direct Mail
Adobe Illustrator	Microsoft Excel	Canva	iOS	Retail and Commercial Design
Adobe InDesign	Microsoft PowerPoint	Front-end WordPress	Google Chrome OS	Large Scale Printing
Adobe Premiere Pro		Front-end Shopify	Apple macOS	Infographics
Adobe After Effects	Google Docs	Mailchimp	Logo Design	Idea Realization
Adobe Fresco	Google Drive	YouTube / Vimeo	Typography	Media Production
Adobe Bridge	Google Slides	Social Media websites	Layout Design	Email Blasts / Campaigns
Adobe Acrobat	Google Sheets	Facebook / Instagram	Video Editing	Visual Storytelling
Adobe Distiller	Apple iWork	Twitter / X	Motion Graphics	Information Architecture
Adobe Audition	Apple Pages	Java Script	Digital Photography	Web Accessibility Standards (WCAG)
Adobe XD	Apple Numbers	HTML	Digital Video	Content Management Systems (CMS)
Adobe Systems	Apple Keynote	FTP File Transfer	Pre & Post Production	Technical Troubleshooting
QuarkXPress	Prezi	B2B and DTC	Web Design	Fluent in English & Vietnamese
Procreate			UI Design	

Summary

Spearheaded many complex deadline-driven projects and have established thriving brands across multiple industries.

Extensive experience working closely with large corporations as well as startups.

Highly versatile in designing high-concept commercial assets as well as straight-forward refined corporate artwork.

Proficient with all industry standard creative applications and programs to create still, animated, digital, and/or print collateral.

Well-verse in interactive media such as websites and prototyping UI/UX.

Years of experience in corporate, agency, small business, and freelance design.

Agile and flexible enough to be proficient as an independent contributor or part of a creative team.

Has created and lead numerous digital marketing campaigns through traditional channels and social media.

Production ready with years of experience in photography, package design, video, and audio.

Education

Bachelor's Degree
The Art Institute of Colorado

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