

Phuong Nguyen

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A multidisciplinary designer specializing in branding, packaging, and advertising. Passionate about delivering creative solutions and meaningful designs that inspire audiences and add value to brands.

Education

Bachelor of Fine Arts

Graphic Design

Academy of Art University, San Francisco

Diploma

Advertising & Marketing Communications

Sheridan College, Mississauga

Experience

Sr. Visual Designer
Motion Design Lead
StackAdapt,
Toronto, Canada

09.2019—PRESENT

Elevated brand awareness through visually impactful digital and motion design across marketing channels.

Led motion design projects, providing creative direction, guiding designers, and integrating feedback from cross-functional teams.

Designed assets including presentations, print collateral, email campaigns, landing pages, branding, and StackAdapt digital ads.

Achievements

StackAdapt Rebrand 2021

Designed a new logo and visual identity to reflect the company's values.

Mini Takes The States 2016

Stickers design and media delivery for MINI charity event 2016 partnered with Feeding America.

International Student
Representative
Sheridan College,
Mississauga, Canada

09.2018—04.2019

Helped and supported international students to improve their overall experience.

Planned, coordinated, and participated in international clubs' activities and events.

Created advertisements and promotional material on social media platforms.

Skills

Adobe Creative Cloud

Photoshop, Illustrator, InDesign, After Effects

Microsoft Office

Word, Excel, Outlook, Power Point

Web Applications

Squarespace, Figma, HTML, CSS, Java Script

Creative Designer
Shinhan Bank,
Ho Chi Minh, Vietnam

06.2017—12.2017

Developed weekly promotional programs to increase card loyalty and acquisition.

Responsible for developing electronic direct mail promotion for card business.

Supported marketing team by providing promotional materials for all social media platforms

Languages

English

Vietnamese

Design Intern
Butler, Shine, Stern & Partners,
Sausalito, USA

03.2016—01.2017

Assisted the creative team with exploring concepts and ideas.

Responsible for daily graphic development and refinement of advertisements.

Designed multi-media and promotional materials for Mini, NatureMade, Clarisonic, Uber, etc.

Refined and developed graphic design projects (brochure, website, social posts, poster, OOH, etc.)