



yen nguyen www.yennmadeit.com

senior art director + brand designer + creative leader



682 597 1067

yennmadeit@gmail.com

expertise

360° integrated campaigns
advertising + art direction
branding + identity
brand guidelines
concept development
retail packaging + POP design
environmental + 3D rendering
photography + TVC art direction
video content
broadcast communication
social media + digital strategy
leading + mentoring jr. creatives

software

adobe creative cloud suite

BFA in graphic design

the art institute of dallas

winner best portfolio
circle of excellence award

associate degree in art

mountain view college

rising star award

adobe creative jam 2017

los angeles design festival

winner people's choice award

freelance creative

various clients

brand creative lead, 2017 - current

senior brand creative, 2016 - 2017

mattel, Barbie brand creative team - global marketing communications // los angeles

effectively translate the Barbie brand and develop visual communication materials that support brand strategy for Barbie to multiple target consumers

create compelling creative solutions specifically for Barbie that are on-brand, can be scaled globally and can translate across all mediums including broadcast, print and digital advertising, OOH, style guide creation, photography art direction, trade show environments, experiential, merchandising, retail marketing and social

collaborate with team in a positive and productive manner including partnering with copywriters, producers, marketing partners, fellow designers and mentoring interns

senior art director, 2013 - 2016

art director, 2012 - 2013

tbn retail, shopper marketing agency // dallas

create concepts and visual designs that meet the strategic parameters of the creative brief for 7-Eleven for projects that include monthly in-store kits with elements of over 400 pieces of retail POP

design projects that follow 7-Eleven brand guidelines including logo development, consumer sales promotions, and point-of-sale style guides that successfully translate to print, mobile, digital and OOH

proven ability to multitask a variety of projects and duties within a fast-paced environment on tight deadlines

senior designer, 2010 - 2012

designer, 2009 - 2010

gemmy industries, cpg - packaging & retail marketing // dallas

design packaging for multiple accounts such as Kmart, Sears, Target, Lowes, Menards, and The Home Depot

communicate with various licensed brands including Peanuts, Disney and Hello Kitty to produce production packaging that follows brand guidelines

incorporate effective design to help build buying experiences for the customer including plan-o-gram design in 3D software (Google Sketchup), POP displays and pallet displays

design multiple product-line looks and style guides from concept, photo direction and mock-up, to finished production-ready packaging

communicate with buyers, out-sourced design agencies and photo studios to complete high volumes of production packaging during peak seasons

oversee and delegate design projects to junior designers



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