YEN NGUYEN CREATIVE DIRECTOR | BRAND CREATIVE + DESIGN

HMU: yennmadeit@gmail.com **| 682.597.1067 |** 🌴**LA/**❤️**NYC/**🤠**Dallas**

Portfolio: www.yennmadeit.carbonmade.com **| Experience Details:** www.linkedin.com/in/yennmadeit

Senior creative leader and hands-on designer specializing in building, evolving, and scaling iconic global brands. Translates brand strategy and cultural insights into distinctive creative platforms, visual identities, integrated campaigns, and experiences that connect with consumers and move brands forward. Leads creative vision from concept through execution across brand design, photography and video, social and digital, retail, packaging, experiential, and omnichannel marketing—building cohesive creative systems while developing high-performing teams and partnering across brand, marketing, strategy, production, agencies, and external collaborators.

EXPERIENCE

Creative Director, Barbie + American Girl - Global Brand Creative & Design

MATTEL | Los Angeles, CA | 2022 - Present

Global Creative Leadership: Lead creative vision and visual brand expression for Barbie and American Girl across integrated campaigns, product launches, retail, experiential, photography, video, social, digital, and omnichannel marketing—ensuring each expression strengthens the brand while remaining culturally relevant and consumer-first.
Brand Building & Creative Systems: Translate brand and business strategy into distinctive, scalable creative platforms and visual systems that create consistency across global consumer touchpoints while allowing brands to continuously evolve with culture.
Creative Team Leadership: Lead and develop multidisciplinary teams of 6–10 designers, creatives, and production artists from junior through Associate Creative Director level, setting creative direction while creating an environment that encourages strong ideas, collaboration, growth, and creative excellence.
Cross-Functional & External Leadership: Partner with senior brand, marketing, strategy, retail, production, and cross-functional teams while directing agencies, creators, photographers, filmmakers, vendors, and production partners from concept through final execution.
IP Brands: Barbie, American Girl
Retail Partners: Target, Janie and Jack, GAP, State Bags, Something Navy, Hanna Andersson, Hill House Home
Licensed Brand Partners: Disney, Disney Princess, Crocs, NFL, Harry Potter, Netflix
Agency Partners: Publicis Network, Pentagram

VP Creative Director, TJMaxx + Marshalls - Brand

EDELMAN | New York, NY | 2021 - 2022

Creative Leadership: Led creative direction across T.J.Maxx, Marshalls, and HomeGoods, transforming consumer and cultural insights into brand-building ideas designed to generate conversation, relevance, earned media, and social engagement.
Team Leadership: Led and developed a multidisciplinary team of 6–10 creatives from junior through Associate Creative Director level, establishing creative vision and guiding concepts from initial brief through execution.
Integrated Brand Strategy: Partnered with strategy, planning, account leadership, creators, and production teams to shape the visual and verbal expression of integrated campaigns across TikTok, Instagram, Facebook, GIPHY, Pinterest, digital, social, and creator platforms.
Retail Brands: T.J.Maxx, Marshalls, HomeGoods

Creative Director, Toys 'R Us - Global Brand Marketing

WHP Global | New York, NY | 2021

Global Creative Leadership: Led the evolution and global creative expression of Toys"R"Us and Babies"R"Us across 900+ branded retail locations in 25+ countries, supporting a global retail business generating more than $2B in sales.
Creative Team Leadership: Built and led a flexible team of in-house and freelance creatives, establishing creative direction and scalable processes supporting global brand and retail initiatives.
Global Brand Systems: Developed campaign platforms, seasonal creative, and global brand guidelines that enabled consistent yet adaptable execution across markets, agencies, and partners.
Omnichannel Brand Experience: Directed creative across social, video, e-commerce, retail activations, flagship environments, pop-ups, live events, and licensed shop-in-shops.
IP Brands: Toys"R"Us, Geoffrey the Giraffe, Babies"R"Us

Senior Lead Brand Creative, Barbie + Fashion Dolls - Global Marketing Communications

MATTEL | Los Angeles, CA | 2016 - 2021

Global Brand Creative: Helped shape and evolve the global visual expression of Barbie and Mattel's fashion doll portfolio, translating brand strategy into integrated creative platforms, campaign identities, and scalable visual systems.
Integrated Creative Direction: Led creative development across global product launches, photography and video, demand creation, digital and print advertising, OOH, retail, experiential, exhibits, trade shows, merchandising, brand presentations, and social content.
Global Brand Systems: Created campaign and brand guidelines designed to scale across consumer audiences, international markets, retailers, agencies, and licensed partnerships while maintaining a cohesive global brand identity.
IP & Licensed Brands: Barbie, Polly Pocket, Cave Club, Hello Kitty, Spirit, Trolls, DC Super Hero Girls, Monster High

Senior Art Director, 7-Eleven, Retail Marketing

TPN Retail | Dallas, TX | 2012 - 2016

Omnichannel Creative Leadership: Led concept-driven creative and visual systems for 7-Eleven across high-volume national retail marketing programs, including monthly in-store initiatives encompassing 400+ individual POP assets.
Scalable Brand Systems: Developed campaign identities, brand guidelines, and creative frameworks that enabled consistent execution across retail, print, mobile, digital, and OOH while supporting large-scale agency and production teams.
IP Brands: 7-Eleven, Slurpee, Big Gulp, Big Bite, 7-Eleven Coffee

Senior Graphic Designer, Packaging and Retail

Gemmy Industries | Dallas, TX | 2009 - 2012

Brand & Packaging Design: Led design across multi-product packaging programs from concept and photography art direction through production, supporting proprietary brands, private labels, major retailers, and licensed entertainment properties.
Cross-Functional Leadership: Partnered with retail buyers, creative teams, agencies, photographers, and production partners to deliver high-volume seasonal programs while maintaining brand consistency and creative quality.
Retail Partners: The Home Depot, Target, Walmart, Lowe's
Licensed Brand Partners: Disney, Hello Kitty, Peanuts

WHERE I THRIVE

Brand Building: Brand Identity / Visual Systems / Brand Guidelines / Packaging / Retail / Experiential
Creative Direction: Integrated Campaigns / Photography + Video Art Direction / Product Launches / OOH / Environmental
Culture + Content: Social / Paid Media / Creator + Influencer / Culturally Relevant Storytelling
Creative Leadership: Building and developing multidisciplinary teams / Cross-functional partnership
Agency + production leadership
Hands-On Creative: Concepting / Art Direction / Design / Storytelling / Creative Problem Solving

WHAT I'M RUNNING

Adobe Creative Suite / ChatGPT + Emerging AI Solutions / Google Suite / Microsoft Office Suite / Canva / SketchUp

EDUCATION

Bachelor of Fine Arts | Graphic Design The Art Institute of Dallas

LOWKEY FACTS

Thrives in chaos / Moves fast and gets it done / Builds good team vibes and keeps everyone tapped in
Loves pugs & curating the perfect iced matcha / Creative at heart, always
Aquarius Sun☀️, Virgo Moon🌚, Scorpio Rising⬆️ = **the visionary + the perfectionist + the strategist**