

Phuong-Anh D. Nguyen

senior graphic designer

- 📍 Centreville, VA
- ✉ hello@nguyenpa.com
- ☎ 346.270.0495
- 🌐 www.nguyenpa.com

EDUCATION

Bachelor of Fine Arts (BFA)
in Graphic Design
Shepherd University
Spring 2015

TECHNICAL SKILLS

- » Adobe Creative Suite (Illustrator, Indesign, Premiere, After Effects, Photoshop)
- » Illustration
- » Figma/Sketch
- » Principle
- » Asana/Trello
- » Microsoft Office Suite
- » Hubspot/Eloqua
- » Wix/Squarespace
- » HTML/CSS
- » Sharepoint

WORK EXPERIENCE

Born2Dance Studio – Vienna, VA

Social Media Specialist | October 2022–Present

- » Filmed and edited dance class videos for posting on social media while adhering to brand guidelines.
- » Handled a high volume of video content while working in a fast-paced environment.

Freelance – Centreville, VA

Brand & Motion Designer | May 2015–present

- » Brand, social media, and motion designer for The Lion's Den, a local dance studio based in Alexandria, VA. Managed two designers while building out their brand guidelines to ensure consistency throughout their digital online portfolio.
- » Assisted Cloudco Entertainment with character artwork; providing linework, coloring, and iconography for their character marketing promotions.
- » Spearheaded the mobile app design for Find Social Dances by conducting user research, analyzing competitors, and translating critical business objectives into an interactive UX/UI design experience.

Cisco Systems, Inc – Herndon, VA

UX/UI Designer | March 2020–March 2022

- » Collaborated with various stakeholders to lead design efforts, building an end-to-end user settings webpage for Webex Suite.
- » Assisted the Webex Calling team as a UI visual & motion designer for Cisco's admin web portal, Control Hub. Worked with Cisco's brand guidelines to ensure consistency.
- » Supported the Business Development team by defining the marketing strategy for an innovative Webex solution, liaising with the Webex Collaboration Group to align marketing and product objectives.

BroadSoft – Mclean, VA

Visual & Motion Designer | May 2017–March 2020

Now a part of Cisco

- » Produced and led product video campaigns for internal and external marketing of the Digital Engagement Center.
- » Designed a new style guide and rebranded BroadSoft's marketing assets to adhere to Cisco's brand guidelines.
- » Created digital marketing campaign assets for BroadSoft partners in the form of publications, data visualization and infographics.

Delta Risk – Arlington, VA

Junior Graphic Designer | April 2016–March 2017

- » Assisted Creative Director with logo rebranding efforts and digital advertising of our services. Developed digital and print publications and maintained the company website.

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ABOUT ME

A multi-disciplined designer that's passionate about crafting solutions rooted in storytelling, community, and empathy. An online portfolio that spans 7+ years of experience across branding, digital design, motion graphics, video editing, and UX/UI design. Has a keen eye for aesthetics and is an advocate for building a collaborative culture with clients and stakeholders to elevate their brand through shared creativity.

COMMUNITY OUTREACH

The Lion's Den DMV – Alexandria, VA

Creative Director | May 2016–December 2022

- » Joined a local dance studio and pioneered the creation of all marketing collateral; produced marketing videos, created social media campaigns and designed merchandise.
- » Designed and led a community-focused initiative to fuel cross-cultural engagement by co-hosting a discussion group for global issues (Conscious Collective) and pioneered an Art Social campaign that built a network of creatives and inspired collaboration within the dance and creative community.

Me&You – Fairfax, VA

Web Designer | May 2020–Present

- » Worked with the founders of the non-profit Me&You to rebrand their website to attract a wider audience and find their brand of voice.
- » Crafted a visual brand guideline to help with their website refresh.

All About Caring Project – Washington D.C.

Graphic Designer | April 2018

- » Collaborated with team of creatives to redesign AACCP's logo including marketing assets including custom illustrations and social media flyers.