

DONOVAN NGUYEN

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I am a multi-channel creative having conceptualized, designed, art directed whole site concepts and holistic campaigns. With skills and knowledge in design and production, my visual solutions are successful with the ability to problem solve preemptively and allowing me to work across teams, extrapolating from marketing briefs and with consideration. Working directly with different teams, I've lead creative direction, influence copy, editorial concepts, and site development. I personally identify more as a creative problem solver over a designer and am influenced and inspired by diverse people, their experiences, and unique individuality.

+ EXPERIENCE

Creative Direction, Art Direction, Web & Print Design, Photography, UI/UX design, Typography, Color Theory, Layout & Grid, Multi-Page Documents, Basics of Packaging Design, Print Production, Screen Printing, & Letterpress

APPLICATIONS

Macintosh & PC/Windows operating systems, Linotype Font Explorer, InDesign, Illustrator, Photoshop, Dreamweaver, Flash (basics), Lightroom (basics), After Effects (basics), Acrobat Professional, Figma, Microsoft Office: Word, Excel, Power Point

EDUCATION

Seattle Central Community College
Associate in Applied Science: Publishing Arts 09
Associate in Applied Science: Graphic Design 11
Deans List from 9/07-6/11

University of Washington
Studies in Visual Communication 04-06

CURRENTLY

SENIOR ART DIRECTOR

TGD, October 2023 - Present

Collaborate with the Creative Team to deliver strong, clear, conceptual creative ideas while maintaining a cohesive brand identity. Provide clear rationale to support concepts, layouts, and other creative deliverables while overseeing duration of projects and campaigns. Current clients include Meta, Amazon Pay, and Adobe.

EXPERIENCE

ART DIRECTOR, AMAZON FASHION PROGRAMS & SPECIAL PROJECTS

Amazon, January 2020 - March 2023

Art directed photography and design for divisional programs and special projects—from initial concept to implementation, building guidelines to final design of online shopping experiences. My work introduced new initiatives that elevated business and customer experiences. This included a partnership with Vogue on the pandemic-era “Common Threads” campaign, all seasons of Making the Cut, plus in-house shopping programs such as Made for You (customer-customized garments). Served as lead designer of Luxury Stores throughout the marketing launch and subsequent seasonal updates, while utilizing UX guidelines to develop style systems and branding. Worked with Creative Director, editorial, merchandising, styling, and marketing partners on direction and concept of seasonal trend stories for the plus-size fashion division.

DESIGN SENIOR, CREATIVE CAMPAIGNS & EDITORIAL

Nordstrom, March 2017 - January 2020

Allocated to composing decks for partnership proposals, creative direction, and owning beauty creative execution. Generated beauty concepts and worked with beauty brands to live within our brand universe across multiple touchpoints, creating a delightfully consumable experience for customers while keeping ping brand integrity. Utilized Market Research results to design and enhance assets for upcoming promotions and marketing to lead the beauty division to better executions, results, sales, and audience reach. Piloted new strategy for Quarterly Concepts and reworked goals and tactics for execution and production with Program Manager for future concept development and planning. Working with AD, Editor, and Visual to push new direction of design, editorial, and photography for Beauty. Trusted to run campaigns and make decisions for the beauty division independently with a new vision, while meeting objectives for business and marketing.

MULTI-CHANNEL DESIGNER, CREATIVE PROJECTS

Nordstrom, May 2014 - March 2017

Responsibilities expanded to encompass Women's Designer and all Olivia Kim-related projects including Pop-In@Nordstrom and SPACE. Maintained online customer facing marketing, promotional items, and pages. Designed Pop-In Shop digital experiences, marketing collateral, and print to support each shop. Generated concepts, mood boards, visual themes, and storytelling for shops with the guidance of the creative director and buying team. Formed cohesive in-store and online visual experiences and supplied all needed assets in tandem with physical shop designer. Art directed photography for various Pop-In Shops, including model and photographer selection, and notes for HMU and styling. Compiled decks and guides for essential image capture. Supplied image selects and delivered documents for retouch and editing to suit the needs of each shop. Worked with developers to communicate user experience, interface design, functionality, and development.

WEB DESIGNER, FASHION EDITORIAL

Nordstrom, March 2013 - May 2014

Worked with blog editors to create graphics and content for blogs and social media. Balanced a multitude of projects and met respective timelines. Created unique digital environments, campaigns, and supporting digital creative across multiple divisions. Photographed and created content for custom experiences with shortened timelines. Produced redlines and site specifications for new site components and pages. Built relationships with developers to communicate and execute needs. Researched current trends and competitor's strengths to develop new strategies for business and processes in the realms of photography, social, storytelling, etc. Explored designs for templating brand and style guides. Only designer trained and trusted to work within Site Manager tools to publish creative to live site for agile and up-to-date content during fashion week.

PRODUCT DESIGNER 2, VISUAL STUDIOS ONLINE

Microsoft, July 2012 - December 2012

UX and UI designs for DivDev of Visual Studios. Designed user interfaces for web, software, hardware products, and wrote functionality design specifications with an understanding of customer needs and motivations. Integrated ideas into product design to contribute to user features and functionality. With generated design ideas; presented and sold designs to product group.

GRAPHIC DESIGNER 2, OFFICE LABS

Microsoft, March 2012 - July 2012

Created branding and marketing designs for Office Labs, an innovation and creative UX team. Conceptualized designs and produced materials for print and electronic media. Provided visual consistency for branding requirements. Collaborated with UX designers to create visual assets for interface and experiences

PRODUCTION DESIGNER, MICROSOFT.COM (MSCOM)

Microsoft, September 2011 - March 2012

Generated final comps that align to brand standards. Built upon wireframes, flows, and interaction mode development. Created and delivered project spec documentation: redlines, cut assets, and guidelines. final assets to hand off to development. Developed click-throughs for user testing.