



## ABOUT

John Alexander Nguyen (AKA **John Awesome**) is a highly skilled Graphic and Web Designer with over a decade of experience specializing in both print and digital design. John is committed to creating visually pleasing and conceptually driven designs, ensuring an elite, user-friendly design experience.

## WORK EXPERIENCE

### LEAD GRAPHIC DESIGNER

JUN 2022 - SEP 2023 | UFC GYM

- Produced visual creatives for both print and digital platforms to support marketing initiatives.
- Refreshed brand and club interior graphic guidelines for three core brands, aligning with parent company UFC's branding identity.
- Designed animated stickers for social media platforms.
- Created logo and cover image for the company's YouTube channel.
- Conducted photo retouching and developed marketing templates for presentations.

### SR. GRAPHIC DESIGNER/DIGITAL MARKETING SPECIALIST

APR 2018 - APR 2022 | ACRA LENDING

- Assisted in conceptual design marketing strategies.
- Revised and produced new marketing collateral to support the sales team.
- Conducted revisions of the company's branding guidelines.
- Designed web graphics, landing pages, email marketing campaigns, and social media content.
- Created signs and displays for tradeshow events.

### LEAD WEB DESIGNER

APR 2014 - APR 2018 | ELLISON EDUCATIONAL EQUIPMENT

- Designed and built landing pages for multiple company websites.
- Provided art direction for the web/graphic design team.
- Developed templates, email newsletters, and web pages.
- Supported social media platforms with web graphic design.
- Assisted in web QA testing and developed mockups and wireframes for UX/UI enhancements.

### WEB GRAPHIC DESIGNER (FREELANCE)

JAN 2012 - DEC 2018 | VITAL MEDIA NETWORK

- Provided web graphic support for clients in the MX/BMX/MTB industry.
- Maintained updates for the company's digital media kits.

### WEB GRAPHIC DESIGNER

NOV 2009 - FEB 2014 | FAIRMONT DESIGNS

- Produced layouts for various print materials including catalogs, flyers, advertisements, and invitations.
- Developed branding and logos.
- Conducted image archiving and digital photo retouching.

## EDUCATION

### BFA - GRAPHIC DESIGN

Cal State University Fullerton  
Fullerton, CA

### AA - ART

Saddleback College  
Mission Viejo, CA

## SKILLS

### PROFESSIONAL

Graphic Design  
Web Design  
Typography  
Branding

### TECHNICAL

Adobe Creative Suite  
(Photoshop, Illustrator,  
InDesign, Acrobat, Flash/  
Animate, Dreamweaver,  
Premiere, AfterEffects)  
HTML/HTML5/CSS  
jQuery/JavaScript  
Keynote/PowerPoint

## EXTRA

### MVP of the Month

Acra Lending | 2019

### BJJ Black Belt

Valhalla Jiu Jitsu | 2019