



## 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.

## EDUCATION

### BFA - GRAPHIC DESIGN

California 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

## WORK EXPERIENCE

### LEAD GRAPHIC DESIGNER

JUN 2022 - SEP 2023 | UFC GYM

- Designed and produced visual assets for both print and digital platforms, resulting in a 25% increase in engagement metrics for marketing campaigns and promotions.
- Revitalized brand and club interior graphic guidelines across 3 key brands, ensuring consistency and alignment with UFC's overarching branding identity.
- Innovated social media engagement by designing captivating animated stickers and crafting compelling visuals for the company's YouTube channel (UFCGYMTV), contributing to a 30% rise in online presence and a 20% boost in audience engagement.

### SR. GRAPHIC DESIGNER/DIGITAL MARKETING SPECIALIST

APR 2018 - APR 2022 | ACRA LENDING

- Collaborated on the development of comprehensive marketing design strategies, optimizing collateral to bolster sales initiatives.
- Led the refinement of branding guidelines, leading to a 30% improvement in brand consistency and recognition across all marketing materials.
- Created visually compelling web graphics, email campaigns, and social media content, contributing to a 40% growth in brand visibility and a 25% increase in audience engagement metrics.
- Orchestrated the design and production of compelling trade show displays and event signage, reinforcing brand presence and attracting prospective clients.

### LEAD WEB DESIGNER

APR 2014 - APR 2018 | ELLISON EDUCATIONAL EQUIPMENT

- Spearheaded the design and development of impactful landing pages, resulting in a 30% increase in user engagement and a 20% improvement in conversion rates.
- Offered art direction to design teams, ensuring cohesion and excellence in visual execution across projects.
- Innovated by crafting visually appealing templates and email newsletters, amplifying brand reach and audience engagement.
- Played a pivotal role in quality assurance testing, evaluating UX/UI elements to enhance user experience, and contributed to the creation of impactful mockups for continuous improvement initiatives.

### WEB GRAPHIC DESIGNER (FREELANCE)

JAN 2012 - DEC 2018 | VITAL MEDIA NETWORK

- Delivered tailored web graphic solutions for clients within the MX/BMX/MTB industry, aligning designs with their unique brand identities and audience preferences.
- Managed and updated the company's digital media kits, ensuring that all assets remained current, relevant, and readily accessible for marketing and promotional purposes.

### GRAPHIC DESIGNER

NOV 2009 - FEB 2014 | FAIRMONT DESIGNS

- Conceptualized and crafted layouts for diverse print materials, such as catalogs, flyers, advertisements, and invitations, ensuring visually appealing and impactful presentations.
- Contributed to the development of comprehensive branding strategies, creating memorable logos and establishing cohesive brand identities for clients.
- Managed image archiving and conducted digital photo retouching, ensuring a 15% reduction in turnaround time for visual asset management and a 20% improvement in visual quality and consistency.