

PHOEBE NGUYEN

■ EXPERIENCE

Designer

November 2024 - current

Ogilvy | New York, NY

- Collaborated with the Design Director and IBM Blue Studio to craft the visual identity for *Let's Create Smarter Business*, IBM's global campaign.
- Developed the brand identity for IBM's Senior Leadership Exchange (SLE), shaping a refined visual system for executive storytelling.
- Partnered with the Design Director on high-impact creative for the *IBM x Ferrari* partnership, blending performance and design precision.

Integrated Designer

04/2024 - 10/2024

CANVAS United | New York, NY

- Led the design vision for Xfinity's *Latinos Monumentales* campaign—winning a Webby Award for Best Social (DEI&B).
- Brought gotmilk?'s "Real Matches Are Back" campaign to life with a fresh, culturally charged brand identity.
- Spearheaded the design and launch of Golfzon Social's website, merging sleek aesthetics with intuitive digital experiences.
- Designed brand identities and digital experiences for clients including Xfinity, HOKA, Golfzon Social, and General Mills' *Qué Rica Vida*—showcasing range, craft, and storytelling across every touchpoint.

Designer

05/2023 - 04/2024

Vladimir Jones | Denver, CO

- Designed the brand identity and developed the website for VI's in-house film production agency—Hall Pass Productions.
- Collaborated with creative directors to create impactful campaigns for clients such as Denver Museum of Nature and Science, TOURISM Santa Fe, BOK Financial, etc.

Designer (Contract)

06/2023 - 03/2024

Denver Art Museum | Denver, CO

- Designed digital and print assets for acclaimed exhibitions like "All Stars | American Artists from The Phillips Collection," "Amoako Boafo | Soul of Black Folks," and "Desert Rider | Dreaming in Motion," amplifying the museum's visual storytelling and brand impact.

■ SKILLS

• Creative Tools

Adobe CC Suite, Procreate

• Digital & Web

Figma, Webflow, InVision, Sketch, HTML5 & CSS3

• Photography & Video

Canon EOS 50D & Adobe CC

• Print Production

Editorial layout design & Print production

• Emerging Tech

AR & VR technology

■ AWARDS & RECOGNITION

• The Webby Awards 2025

Social/Diversity, Equity, Inclusion & Belonging

• Indigo Design Awards 2024

Gold Winner in Mobile App
Gold Winner in Apps for Social Change
Gold Winner in Integrated Graphic Design
Silver Winner in Interactive Design

• Communication Arts

Interactive Competition 2024 Winner
Featured in Communication Arts Interactive 30

• One Club Awards Denver 2023

Feelz - Silver Winner
hòa - Silver Winner

• Communication Arts

Design Competition 2023 Winner
Featured in Communication Arts Design 64

• AIGA Baltimore Flux Awards 2023

Feelz | UI/UX Design - Honorable Mention

• Graphis Annual New Talent 2023

Feelz - Honorable Mention

• Graphis Annual New Talent 2022

Designed to Thrive - Honorable Mention

• One Club Awards Denver 2022

Designed to Thrive - Bronze Winner