



P H U N G U Y E N

SENIOR DESIGNER | ART DIRECTOR

INDUSTRY EXPERIENCE

FREELANCER

2017 - 2019 Freelancer - Senior Designer / Art Director

Worked closely with senior clients & account managers to design & deliver new brand designs, web designs, event posters, digital and print design, web designs from briefs to completion.

Clients: Potts Point Hotel, White Trippas Group, Solotel, Byron Bay Council, Bamford Capital, Whirly Bird

KEYSTONE

2013 - 2017 Head of Creative

Keystone was leading Australian hospitality group with over 20 venues.

As head of creative, delivered new branding for each venue, website designs, event promotions, event posters events, EDMs and social roll-outs. These venues included Potts Point Hotel, Gazebo, Jamie's Italian, Kingsley, Chophouse, Sweethearts Rooftop, Cargo Bar, Bungalow 8, The Winery, Champagne Room, and Manly Wine. Managed a team of four designers.

JC DECAUX

2013 Freelance Senior Art Director / Designer (two month contract)

Developed and delivered tender document designs for Railcorp and Marrickville Councils.

MERIVALE

2009 - 2013 Senior Designer / Art Director

I developed and delivered new branding for the Merivale – including The Ivy, Establishment, CBD Hotel, Beresford Hotel, Uccello Restaurant, The Den Bar, Palings Bar & Restaurant

Owned by The Hemmes Family under the direction of Justin Hemmes, Merivale group was a blue-chip hospitality group.

THE FOUNDRY

2006 - 2009 Senior Art Director

Transformed briefs into big ideas through print ads, storyboards and television commercials for their leading retail clients. Demonstrated strong abilities to problem solve and deliver excellent work for example the Freedom squish commercials and below the line print work.

Clients: Freedom Furniture, BBQ Galore, Dick Smith, Inspirations - Dulux and Berger Paints and Oporto.

LEO BURNETT

2006-2004 - Senior Art Director

Developed creative ideas and art directed campaigns and designed retail ads and direct mail for Leo Burnett's blue chip clients. Interpreting briefs and developing ideas into highly-polished creative concepts for client presentations.

Clients: Eukanuba, Subaru, Mission Australia, Canon, Optus, Colonial First State, BBQs Galore and Freedom Furniture.



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SENIOR DESIGNER | ART DIRECTOR

INDUSTRY EXPERIENCE *(continued)*

CUMMING AGENCY & STUDIOS

1991-2006 Art Director / Graphic Designer

Developed strategic and tactical creative concepts for the company's largest advertising accounts in retail, home interiors and fashion. Presented creative concepts to clients and led projects from start to final production. Art directed studio and locational shoots. Briefed members of the creative team, including photographers, stylists and hair and makeup artists.

Clients: Steinhoff Asia Pacific Limited - Freedom Furniture, Unicef, Big W, Luxottica Group - Sunglass Hut, Coles Myer - Sydney Central Plaza, Paddy Pallin, Kas Australia, Rodney Clark.

ELTON WARD ADVERTISING

1990- 1991 Graphic Designer

Design for packaging and point of sale products for leading clients.

Clients: Cerebos, Gravox

CAREER HIGHLIGHTS

THE AUSTRALIAN CATALOGUE AWARDS

- Senior Judge of the Annual Australian Catalogue Awards 2004.
- Winning Catalogue Agency of the Year for four consecutive years 2001-2005
- Winner of 17 Australian Catalogue Awards.

MISSION AUSTRALIA'S CAMPAIGN

Leo Burnett - Top 10 Advertising company worldwide

Creating the idea for the Mission Australia's Campaign 'A second chance at life', featuring butterfly wings to symbolise the transformation of people affected by homelessness. The campaign was well received resulting in \$100,000 being donated to Mission Australia within the first weeks of launch.

EDUCATION

- Courses in Adobe Suite, City Desktop Training
- InDesign Training Course - Alpha Computer Consultants
- Associate Diploma in Graphic Design Nepean University (now University of Western Sydney)
- Bachelor of Computing Science University of Technology (completed one year)
- Higher School Certificate, Sir Joseph Banks High School

REFEREES

Referees are available on request.