

Phen

Phen Grant

hi@phengrant.com

218.340.6930

New York City

"I admire Phen's creativity and passion. He puts forth incredible attention to detail in his work. I love his winning personality and ability to make you laugh and create... even in stressful situations."

—Katie, AIGA MN Design Camp

"Phen is an ambitious leader...unafraid of new challenges, and a pleasure to collab with. I always felt that I was in good hands with his scrap, ideas, and ease of communication during our time working together."

—Lisa, Drawnwell LLC

Freelance—Design, Art Direction + Illustration

New York City, May '10—Today

I specialize in branding, illustration, lifestyle photography, tabletop lay-downs, art direction + color palette crafting.

I worked with Zoku Home on a rebrand, completed a Mother's Day email campaign for Morning Brew. I produced blog illustrations & swag for Flatiron Health. I'm starting a freelance gig with Lyra health. I completed an illustrative project for United Airlines. I shot Winky Lux Cosmetics' Holiday '18 campaign.

Skills: AD, Adobe CC, Photography, Illustration, Styling

Learnvest—Visual Design

New York City, Oct '18—Feb '19

I worked in a contract to convert customer financial plans to a mobile-friendly and interactive UX platform within Sketch and Invision. I'm also designing a team logo system and swag including stickers, sweatshirts, hats, and plush toys. Lastly I'm art directing a color palette exploration project to bring consistency to our team's projects from agent to customer material.

Skills: AD, Sketch, Invision, Adobe CC, Illustration, Logo Design

Evereve—Art Direction + Graphic Design

Minneapolis, Jul '16—Feb '18

I was art director for a women's fast fashion brand. I oversaw lifestyle photography and weekly email blasts. I created, researched and maintained visuals for a rebrand of Evereve.com and Trendsend.com. I produced mood boards for seasonal campaigns on web, social media, and in-store signage. I also captured photos from lifestyle shoots and formulated a new branding system for Evereve packaging, web, and social.

Skills: AD, Adobe CC, Print Prep, Styling, Photography, Salesforce

Better Homes & Gardens—Graphic Design

Minneapolis, Jul '15—Jul '16

I created illustrations, logos, online ads and print collateral for Real Estate agents. I developed a lifestyle welcome guide for new agents with original photography, icons and illustration. I crafted original branding and social media accounts for two internal brands, Jolt Networking and Better Marketplace co-working space. I also worked with our in-house print shop to create professional marketing material, bound books and advertisements.

Skills: Adobe CC, Slack, Photography, AD, Logo & Branding

Target Corporate—Graphic Design + Executive Level Support

Minneapolis, Mar '13—Jul '15

I worked for Hi Tech, a genius bar style design and support center. I created customer facing branding for the space including an appointment booking site, app skin, print collateral, digital signage and a brand standards manual. I dove into experience design with exhibits for the Guest Experience Center.

Skills: Invision, Office, Illustrator, Photoshop

Great Lakes Aquarium—Graphic Design

Duluth, Apr '08—May '10

I rebranded exhibit signage and way-finding systems in a two year internship. Species photography, creation of illustrated learning tools, environmental design, and a series of comic strips to engage a younger audience were all my responsibilities. I was able to work directly with construction teams to install signage and I learned to work efficiently within a non-profit organization.

Skills: Adobe Creative Suite, Wayfinding, Photography, Print Prep

University of Minnesota—Bachelor of Fine Arts

Duluth, Sept '04—May '09

AIGA—Design Camp + Luncheon Co-Chair

Minneapolis, Jan '12—Aug '17

View my blog + portfolio at phengrant.com

I'm @phengrant on FB, Insta, LinkedIn, Twitter + Dribbble

Software

Creative Cloud (Photoshop, Illustrator, InDesign, Bridge, Lightroom), Sketch, Procreate, Trello, Slack, Basecamp, Squarespace.