



I'm Phen, nice to meet you.

I help brands form deeper relationships with communities that make positive change happen globally. I have a passion for crafting meaningful campaigns that support LGBTQ+ and other marginalized communities, while normalizing diversity, philanthropy and sustainability in the process. Twelve years in the industry has taught me the essentials of digging deeper, avoiding fads and unlocking deeper connections for clients and our communities alike. I specialize in illustration, branding, layout, packaging design, logo + identity design, photo art direction, color palette crafting, digital and film photography. I've also started to dabble in AI art. I love brand refreshes, travel photography, ceramics and aesthetics from the 70's—90's.

Sr. Designer at NFL

SEPT '22—NOW IN MANHATTAN

SKILLS: GD, AD, ILLUSTRATION, SPORTS, OOH, STADIUM + DIGITAL BRANDING

I currently work for the NFL crafting brand standards, color palettes, graphics, wraps, illustrations, photo treatments, digital signage and any elements needed for various events throughout 2022—2024 seasons for Super Bowl, ProBowl Games, Draft, intl. games in Mexico and Africa. I also designed a Pride campaign for NYC + LA Pride 2023 to coincide with illustration elements by Humberto Leon, the founder of Opening Ceremony. This is the inaugural capsule collection for NFL Pride.

Sr. Art Director & Designer, Freelance

APR '12—NOW IN BROOKLYN

SKILLS: GD, AD, ILLUSTRATION, PHOTO AD, LOGO + PACKAGING DESIGN

I've illustrated new concepts for **Naked Juice**, **Tropicana** and **Kevita**. I've crafted new brand guidelines and colors for **Zoku Home**, packaging + logo branding for **Whistle Pig Whiskey**, a website for **Amazon Alexa** + the first global ad campaign for **Hubspot**, featuring Kathryn Hahn. I've also worked with **United Airlines**, **Fever Tree**, **Batiste**, **Learnvest**, **Winkylux Cosmetics** + **Morning Brew**. I'm approaching my 10th year in the industry.

Art Director at Van's General Store

AUG '21—SEPT '22 IN MANHATTAN

SKILLS: GD, AD, ILLUSTRATION, PHOTOGRAPHY, SOCIAL MEDIA, BRAND GUIDES

I created new brand guidelines for **Convene** and **SaksWorks**, including visuals for a new website, new look and feel for social media accounts and signage. I also took interior architecture photos on location in New York and Chicago. I crafted pitch decks and brand standards for **Hines Real Estate**, and created the original brand identity, color palette, and a new logo design for **Lodestar Hub**, a sustainable travel app.

Sr. Designer at Bowery Farming

AUG '21—MAR '22 IN MANHATTAN

SKILLS: GD, OOH DESIGN, SOCIAL MEDIA DESIGN, PACKAGING DESIGN

I brought consistency to social and web as we transitioned between new produce and seasonal campaigns. We partnered with Colossus to bring "Feel Good Greens," to life on social media, subway, and OOH campaign. I branded a collab with **Ciao Gloria**, a restaurant in Brooklyn with window clings, print signage, ft. influencer Dan Pelosi. I also designed evergreen for print, social, packaging, and new product launches.

Sr. Designer at Hunter PR

MAY '21—NOV '21 IN MANHATTAN

SKILLS: GD, OOH DESIGN, ILLUSTRATION, DISPLAY SIGNAGE

I worked on Diago brands including **HAIG Club**, **Johnnie Walker**, **Talisker**, **Ciroc** + **Tanqueray**. I created social media design for **3M**, **Tabasco**, **Amazon**, **Batiste** and **ULTA Beauty**. I created an ice cream truck wrap for **Batiste**, liquor boxes for **House of Gucci** and **Drizly**, and illustrations, design, and layout for an **Amazon Alexa** website.

Software Expertise:

ADOBE CREATIVE SUITE 2023, PHOTOSHOP (BETA), ILLUSTRATOR, LIGHTROOM, INDESIGN, BRIDGE, ACROBAT, MID JOURNEY AI, PREMIERE PRO (BASE), GARAGE BAND, PROCREATE IOS, INVISION, FIGMA, SQUARESPACE, MAIL CHIMP, IWORK.

Art Director at OXO

OCT '19—MAY '21 IN MANHATTAN

SKILLS: PHOTO ART DIRECTION, GRAPHIC DESIGN + PACKAGING DESIGN

My team refreshed packaging for 400+ North American products—from kitchenware to coffee makers, cleaning supplies to storage solutions. I art directed photography, crafting unique scenes with beautiful food to accent the minimalist products. I aided the Creative Director in implementing a new visual style with fresh, vibrant imagery, and a consistent, templated packaging aesthetic.

Designer at Flatiron Health

MAY '18—DEC '19 IN MANHATTAN

SKILLS: GRAPHIC DESIGN, ILLUSTRATION, EXHIBIT SIGNAGE, WAYFINDING

This role involved page and book layout, blog illustration, a series of swag for **Pride**, exhibit wraps and signage, a series of branded **DE&I** badges, and company values swag. I created designs for pins, totes, mugs, and screen-printed tees. Projects focused heavily on diversity to accurately represent employees and customers. I created print signage and book materials, page layout, and blog graphics.

Art Director at Evereve

JUL '16—FEB '18 IN MINNEAPOLIS

SKILLS: GRAPHIC DESIGN, PRINT DESIGN, EMAIL BLAST CREATION, WEB + SOCIAL DESIGN

I was art director of email blasts, seasonal campaigns and web for a women's fashion brand. I oversaw lifestyle photography at studio shoots and on location, then crafted multiple weekly email designs from scratch. I created visuals for a rebrand of **Evereve.com** and **Trendsend.com**, crafted mood boards for seasonal campaigns on web, social media, and in-store signage. I also took photos for lifestyle shoots and formulated a new branding system for **Evereve** packaging, website and social media.

Designer at Better Homes & Gardens

JUL '15—JUL '16 IN MINNEAPOLIS

SKILLS: GRAPHIC DESIGN, PRINT DESIGN, PHOTOGRAPHY, BOOK DESIGN

I created illustration, logos, online ads and print collateral for the Real Estate branch of the company. I developed a lifestyle welcome guide for new agents with original photos, icons and illustration. I crafted original branding and social media accounts for **Jolt Networking** and **Better Marketplace**, a co-working space. I also worked with our in-house print shop to create professional marketing material.

Designer at Target Corporate

MAR '13—JUL '15 IN MINNEAPOLIS

SKILLS: GRAPHIC DESIGN, ILLUSTRATION, TECHNOLOGY SUPPORT, UX DESIGN

I created branding for a tech support hub called **HiTech**, as well as an appointment booking UX, app design, print collateral, digital signage and a brand standards manual for a learning environment at corporate. I also crafted a series of cute illustrations to match the playfulness of **Target**, and bring a bit of joy to learning.

Education & Organizations:

BFA, UNIVERSITY OF MINNESOTA DULUTH, '09
AIGA MINNESOTA—DESIGN CAMP CO-CHAIR, LUNCHEONS CO-CHAIR, '12—'15
NY CARES, BOWERY MISSION—VOLUNTEER AT FOOD DISTRIBUTION, '19—NOW