

Jonathan Nguyen

Creative Director · Brand & Experiential Design

CONTACT

jonnynguyen528@gmail.com

801.931.9427

byjonnynguyen.com

[LinkedIn](#)

Salt Lake City, UT

SKILLS & STACK

Design

Figma, Adobe Creative Suite (PS, AI, InDesign, After Effects, Animate, Dimensions, Lightroom), Procreate, Blender, Nomad Sculpt

Web

WordPress, HTML/CSS, GitHub, Vercel

Marketing

Marketing strategy, campaign planning, audience targeting, SEO, email marketing, Google Analytics, Google Ads, Tag Manager

Motion

After Effects, frame-by-frame animation, motion graphics, Lottie/Bodymovin

Brand

Brand systems, identity design, style guides, environmental & experiential design

Events

Conference creative direction, environmental graphics, stage design, wayfinding, fabrication

Workflow

AI-assisted ideation, agency & freelancer management, cross-functional creative leadership

Content

Photography, videography, social media creative

EDUCATION

4-Year Design Apprenticeship

CLEGFX · Salt Lake City, UT
Studio of Chris Le — VFX director and co-founder of RTFKT, Nike's landmark Web3 acquisition. Clients included Def Jam, Universal, Sony, and Warner.

PROFILE

Creative Director with 5+ years leading brand, digital, and experiential work end-to-end. Went from Junior Designer to Creative Director in under a year — built by doing, not waiting. Sole design owner for a 1,000-attendee annual conference four years running. I move fast, hold the bar high, and ship work that holds up at every scale.

EXPERIENCE

Creative Director · In The Event

Salt Lake City, UT · Jul 2022 – Present

Sole creative owner for a full-service event production company serving corporate, government, medical, and entertainment clients. Built and ran the entire design function from the ground up.

- Built from scratch: full identity system, style guides, website, marketing campaigns, signage systems, and in-house production capabilities — every piece owned and executed solo.
- Led creative direction for 1,000+ attendee annual conferences four years running. Production clients included national medical associations, government agencies, and corporate events at venues like the Salt Palace Convention Center, Grand America Hotel, and Hyatt Regency — covering brand, stage design, environmental graphics, wayfinding, signage, photography, and video.
- Rebuilt the company website in WordPress — owned strategy, UX, and visual design, creating a service-focused experience designed to convert visitors into leads.
- Planned and ran full Google Ads strategy across Event Planning, Event Production, and specialty campaigns — \$16K+ in annual spend, 10.6% CTR on the Event Planning campaign (3x industry average). Weekly optimization: device and time-of-day bid adjustments, negative keyword lists, and conversion tracking via Analytics and Tag Manager.
- Coordinated vendors and production partners for events requiring 30,000+ lbs of equipment and large-format fabrication builds.
- Shot and directed all content: event photography, video production, and social creative across dozens of events annually.

Creative Director · Fragmints NFT Agency

Salt Lake City, UT · Feb 2022 – Jul 2022

Boutique creative agency specializing in NFT project launches during the early Web3 wave.

- Led brand identity and campaign design for 4 successful project launches, including Ethereum Art NFT — working directly with artists, developers, and copywriters from concept through launch.
- Built custom artist websites for each project, matched to the brand's visual identity and collector audience.
- Produced motion graphics, GIFs, digital signage, and social content across channels.

Junior Designer · Spacestation

Layton, UT · Jun 2021 – Feb 2022

Creator economy company founded by Forbes 30 Under 30 honoree Shonduras — home to A for Adley (3B+ views, top-50 YouTube) and Spacestation Gaming.

- Designed brand identities, merch, motion graphics, and frame-by-frame animation for the company's roster of creator and consumer brands.
- Animated characters for the A for Adley Playspace app.
- Built and launched the full brand for Quartermachine, Spacestation's own NFT project: logo, brand system, social creative, and all collateral.

Brand Designer · Freelance

Salt Lake City, UT · 2019 – Present

- Designed full brand identities and product packaging for CBD companies — from logo and type system through retail-ready packaging across entire product lines.
- Built a luxury real estate brand for a firm serving the Wasatch Back market — one of Utah's most affluent communities — covering identity, print, and digital.
- Created the complete brand for a brick-and-mortar exotic snack shop: name, logo, signage, packaging, and in-store environmental design.
- Designed clothing and apparel across brands — graphics, labels, tags, and full collections from concept through production-ready files.