

SUMMARY

Dynamic Art Director/Visual Designer with a strong collaborative design track record, including in-store campaigns for Target and high-engagement social media campaigns. Expertise in brand and high-engagement social media initiatives, consistently delivering visually compelling solutions for brand elevation and client success.

EXPERIENCE

Graphic Designer

Morning Walk (formerly Jacobson/Rost)

Spring 2023–Fall 2023

- Collaborated with a Senior Graphic Designer to ideate and implement website page designs, including a highly acclaimed collaboration with McLaren.
- Delivered dynamic HTML web banner campaigns for Kalahari Resorts by collaborating with a Junior Graphic designer. Designed, coded, and produced three total campaigns, with 10 compelling animated assets per campaign.
- Executed a quick turnaround social media campaign for Masonite Doors, formatted for Instagram and Pinterest. Developed 16 assets for the campaign.

Art Director/Designer

KNOCK inc.

Summer 2020–Spring 2023

- Significantly elevated brand and product awareness, and drove increased cafe item sales by designing and producing impactful in-store signage for seasonal campaigns in collaboration with Target's merchandising teams in Pets, Home Paper, and Cafe. Designed 3–25 printed assets per campaign.
- Earned LensCrafters an impressive 18% increase in followers over twelve months by crafting engaging social media assets for a national Instagram campaign. Maintained a 5% average engagement rate per post throughout the campaign.
- Directed design initiatives supporting non-profit organizations, such as InspireMSP, Theatre Mu, and the Heart of America Foundation.

Creative Director

Freelance/Self-Employed

Spring 2019–Present

- Achieved a remarkable 31,103 ticket sales while serving as Creative Director for the 43rd Annual Minnesota Hmong New Year, designing the event logo, signage, and social media posts for the two-day event.
- Generated 2,500+ unique impressions over a five-month period by designing visually captivating streaming thumbnails and social media graphics for an independent podcast covering the American Ultimate Disc League.
- Successfully managed multiple projects, fostering strong client relationships through effective communication and collaboration, utilizing platforms such as monday.com and Google Workspace.

EDUCATION

B.F.A. Graphic Design

University of Minnesota, Class of 2021

CONTACT

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WEBSITE

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SKILLS

& ABILITIES

Adobe Creative Suite

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe AfterEffects

Adobe Animate

Adobe XD

Microsoft Office Suite

Microsoft Word

Microsoft PowerPoint

Google Workspace

Figma

Sketch

HONORS

Work featured by NFL

Washington Commanders

History of Black Graphic

Design Collection at Stanford

Geraldine Hanson-Heller Art

and Design Award