

ZIGGY PHA

GRAPHIC DESIGNER

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EXPERIENCE

Marketing Designer

United Airlines

March 2024–Present

- Earned \$2.96 million of revenue in one year by leading design on monthly award sale campaigns in partnership with Chase Bank. Each campaign included email, paid social media, web, and app placements, reaching 5 million United Chase cardmembers per campaign.
- Earned an estimated \$2.7 million of revenue in one year by leading design for United's partnership campaign with Gopuff. The campaign included email, paid social media, web, and app placements, reaching 48 million United MileagePlus members.
- Designed and produced the final print edition of United's in-flight magazine, Hemispheres. The cover art was celebrated, being turned into a limited series of 100 signed posters.

Graphic Designer

Morning Walk

May 2023–October 2023

- Launched a highly acclaimed client collaboration with McLaren by designing and producing digital collateral for a website page. The website page contributed to over 11,000 impressions across the page, Instagram, and LinkedIn.
- Delivered animated digital marketing materials for Kalahari Resorts by collaborating with a Junior Graphic designer. Designed, coded, and produced three total HTML campaigns with 10 animated assets per campaign.
- Executed a tight deadline social media marketing campaign for Masonite Doors, formatted for Instagram and Pinterest. Produced 16 digital media assets for the campaign.

Art Director/Designer

KNOCK inc.

June 2020–May 2023

- Enhanced brand visibility and drove customer engagement by concepting, producing, and designing print assets to support in-store marketing campaigns with Target's teams in Pets, Home Paper, and Cafe, delivering 3–25 assets per campaign.
- Earned LensCrafters an impressive 18% increase in followers over twelve months by designing and assisting with the art direction of photo and video shoots for a national social media ad campaign, exceeding marketing objectives.
- Responsible for graphic design, production, and post-production of photography, social media, and web assets for Radisson Hotels's housekeeping campaign.

SKILLS & ABILITIES

Adobe Creative Suite • Microsoft Office Suite • Figma • Logo Design • Brand Design • Print Design • Typography Design • Photo Editing • Organization • Project Management • Time Management • Wix • WordPress • Attention To Detail • Social Media Design • Fast Learner • Public Speaking

HONORS

Work featured by NFL Washington Commanders • History of Black Graphic Design Collection at Stanford • Geraldine Hanson-Heller Art and Design Award

EDUCATION

B.F.A. Graphic Design and Marketing

University of Minnesota, Class of 2021

NASAD accredited

