

# Jason Nguyen

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Zetland, Sydney Australia

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## Summary

Versatile Design Leader and Full Stack Creative with 15+ years' experience delivering impact across the health, legal, fashion, building, government and tech sectors.

I am equally at home leading teams or working hands-on, I've developed and launched multiple brands from the ground up, building visual identities, authoring brand guidelines and ensuring consistency across digital and print. I bring deep expertise across the full design stack: from visual design, UX/UI, and animation to 3D, video production, and web.

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## Portfolio

Check out my portfolio at: [jasonnguyen.pages.dev](https://jasonnguyen.pages.dev)

I have a wide array of work across many different mediums, please reach out if you wish to review more specific work samples.

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## Experience

**Digital Health Agency**  
Assistant Director, Traffic

August 2022 - Present

### Responsibilities and Achievements

- Developed and authored new brand guidelines to support consistent, compliant design output across the agency.
- Rebuilt the internal creative studio processes from the ground up, implementing Jira for traffic and project management.
- Led the development of the studio library and asset-sharing systems using Adobe cloud, Figma and Sharepoint.
- Developed agency design system and module library within Figma.
- Set up Canva brand kit and brand templates, authored guidelines around self service design for wider agency.
- Re-architected studio file storage server and implemented structured workflows for file management.

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**Printforce**  
Studio Manager

June 2019 - August 2022

### Responsibilities and Achievements

- Managed a studio team of 8 designers, overseeing studio operations and liaising with department heads.
- Introduced new briefing and delivery workflows to increase efficiency and quality.
- Designed a new client portal system and automated artwork builder to support scale.
- Implemented CRM template suite and developed all supporting materials; led training for cross-functional teams.
- Launched new company brand and guidelines, improving brand recognition and cohesion.

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**Norton Rose Fulbright**  
Senior Design Lead

March 2017 - June 2019

### Responsibilities and Achievements

- Led creative direction for campaigns across Australia, Indonesia, and PNG, managing cross-region teams.
- Triaged incoming work and allocated tasks to in-house and offshore teams (Manila-based service centre).
- Maintained the firm's internal photography and video studios, digital libraries, and communications displays.
- Developed the NRF motion graphics guidelines to improve animation and video branding.
- Creative lead on major projects, including multiple in person events and the NRF + Henry Davis York merger.

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**Purposemade Creative**  
**Freelance Designer**

**2015 - Present**

**Responsibilities and Achievements**

- Operated a freelance business focused on fast-turnaround design, video, and animation projects.
  - Delivered work for clients such as Pfizer, BHP, Qantas, Ray White and Norton Rose Fulbright.
  - Provided onsite video, photography, post-production, and multi-speaker event recording services.
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**Alspec Aluminium Systems Specialists**  
**Graphics and Marketing Coordinator**

**2015 - 2017**

**Responsibilities and Achievements**

- Managed the visual identity of product lines and sub-brands.
  - Operated in-house photo and video studio; developed image libraries and edited user videos.
  - Reported to senior sales and marketing leadership; led visual design for new product development.
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**Small Potion**  
**UX/UI Designer**

**2012 - 2014**

**Responsibilities and Achievements**

- Designed UI assets, character sprites, and animations for mobile and web apps.
  - Created wireframes and prototypes for Android and iOS applications.
  - Finalist in 2013 and Top 5 in 2012 PwC App Hothouse Challenge; winning entry for TfNSW train app design.
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**Peeptoe Shoes**  
**Graphic Designer**

**2011 - 2013**

**Responsibilities and Achievements**

- Designed print and digital marketing assets across seasonal fashion campaigns.
- Produced in-store point-of-sale materials and assisted with product photography and editing.

**Skills and Education**

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Bachelor of Design, Raffles College of Design and Commerce

**2010 - 2012**

Bachelor of Engineering (Civil), UNSW

**2006 - 2009**

Macquarie Fields Selective High School

**2000 - 2005**

**Design Software:** Photoshop, Illustrator, InDesign, AfterEffects, Premier Pro, Figma, Cinema4D, Blender

**Enterprise Systems:** Adobe CC, Microsoft Dynamics 365, Monday, Jira, Sharepoint, Salesforce, HubSpot