



Na Phan

GRAPHIC & WEB DESIGNER

Toronto
647.669.0687
naphan87@gmail.com
naphandesign.com

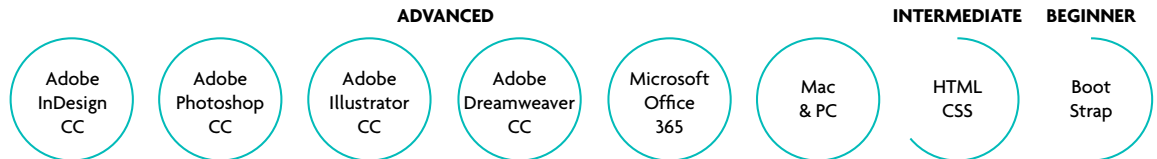
EDUCATION

GEORGE BROWN COLLEGE

September 2005-April 2008 • Graphic Design Diploma

Solid understanding of design principles.
Thorough focus on typography and corporate design.

TECHNICAL SKILLS



WORK EXPERIENCE

GRAND & TOY

September 2015-Present
Manager, Creative Services

Responsible for creative direction and coaching, ensuring undisturbed creative support for organization, acting as brand guardian, and production initiatives such as private brand and catalogue.

- Oversees all day-to-day activities of the team, ensuring the efficiency of the production and quality control for all Marketing projects.
- Project managed an annual print catalogue from content and design to print production.

GRAND & TOY

September 2011-September 2015
Senior Graphic & Web Designer

Responsible for producing and maintaining brand marketing collateral ranging from a variety of print to microsites, robust web campaigns, landing pages and social media contests in a senior level role.

- Designed front-end microsite user interface and experience for "Why G&T" — a vital lead generation microsite destination and comprehensive sales acquisition tool.
- Championed creative ideation for several major corporate sustainability

efforts by packaging positioning on online channels to designing informative print collateral outlining CSR thought leadership.

- Coached and mentored junior to intermediate level designers under guidance of Creative Services Manager — including technical standards for online tactics (HTML, CSS, web banners, eBlasts and CMS), creative processes and general creative feedback.

PATHWAYS TO EDUCATION CANADA

February 2010-December 2013
Graphic Designer/Freelance

Designing informational materials for events held by Pathways Canada. From concepts to hard copies, informational materials such as posters, postcards, ads and greeting cards were designed.

- Worked with "Cossette Agency" designing an informational booklet, dinner menu, signage and auction posters for the "Creating Pathways Gala."

NELVANA, CORUS ENTERTAINMENT

May 2010-December 2010
Illustrator/Freelance

Children cartoon television programs are redrawn digitally for style guides. Images from animated television programs are rendered and made ready for print.

- Digital files are saved in a CD-Rom and laid out in a style guide for ease of access for printing on consumer products.

ACCOLADE GROUP INC.

September 2008-March 2010
Graphic Designer

Designed graphics for placement on various apparel as per requests from clients.

- Requested graphics were created and set-up for screen print or embroidery on various apparel, later to be sold at retail.

GEORGE BROWN COLLEGE

September 2007-September 2008
Graphic Designer

Designs are created by following specific guidelines such as the usage of colours and fonts to keep the appearance and consistency of the college's brand identity.

- Completed a quantity of projects such as an informational brochure and newsletter for the Athletics department, as well as informational posters for the "Women Centre" and "GBC Orientation."

References available upon request.