



JEFF PHAN

## CONTACT

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## EDUCATION

**Kean University**  
**Michael Graves College**  
**Robert Busch School**  
**of Design**  
Union, NJ

**BFA:** Graphic Design  
Interactive Print  
and Screen, May 2018  
Summa Cum Laude, 2017–2018

**County College of Morris**  
Randolph, NJ

**AAS:** Graphic Design, May 2016  
Magna Cum Laude, 2014–2016

## SKILLS

Illustrator  
InDesign  
Photoshop  
After Effects  
Premiere  
Figma  
Lightroom  
Sketch

## EXPERIENCE

**Ogilvy Health**, Parsippany, NJ

**Senior Art Director** | December 2020 – Present

Art direction and design on:

L'Oréal: CeraVe, La Roche Posay, and Skinceuticals. Worked on storyboarding, providing direction for photo retouching and video, layouts, motion graphics for social, and finalizing all print and digital assets, casting models, assisting, and directing CeraVe's baby photoshoot.

Haleon: Advil, Sensodyne, Paradontax, and Voltaren. Worked on social digital ads, providing motion graphics direction, layouts and new concepts.

Mentoring new art directors and designers on both teams.

**Art Director** | June 2019 – December 2020

Art direction and design on Bayer: Vitrakvi. Worked on layouts, logos, icons, concepts, and motion graphics.

**Assistant Art Director** | June 2018 – June 2019

Art direction and design on L'Oréal: CeraVe, Genentech: Stroke Urgency, and multiple brands across the agency. Worked on design guidelines, retouching direction on model and product shots, and directed a mini photoshoot.

**Freelance Graphic Designer** | August 2017 – June 2018

Worked on the Janssen Oncology team on branding and packaging. Attended a photoshoot and created initial designs, layouts, infographics, and art support across multiple brands.

**Graphic Design Intern** | June 2017 – August 2017

Campaign collaboration on Ogilvy's summer internship team to bring awareness to suicide prevention and raise money for the JED Foundation. Worked with other copywriters and designers to concept on Ogilvy/WPP's holiday interactive project to raise money for Doctors Without Borders, Heifer International, and Clean Water Fund.

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**RBSD Design Studio**, Union, NJ

**Graphic Design Intern** | January 2017 – May 2017

Advanced service-learning course. Communication design services to the University and to the non-profit community at large. Awarded logo and design pitches for School of Global Business at Kean, Enough Project, and Highbridge, NJ. Worked on design concepts, layouts, and motion graphics.

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**The Center For Leadership and Service, The Cougar's Byte**, Union, NJ

**Graphic Design Specialist** | January 2017 – May 2017

Kean University's newsletter. Designed for the student newspapers, flyers, Instagram, digital news, and photographed on campus events.

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**KickCharge Creative (Formerly Graphic D-Signs, Inc.)**, Washington, NJ

**Graphic Design Intern** | June 2016 – August 2016

Designed for multiple small business websites, stationery, vehicle wraps, signage, and apparel for electrical and heating companies.

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**Aviate Creative**, Chester, NJ

**Graphic Design Intern** | May 2016 – June 2016

Attended client meetings and designed website layouts for software and technology companies.

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**Second Melody**, Morristown, NJ

**Graphic Design Intern** | January 2016 – May 2016

Designed corporate logos, brochure layouts, and pharmaceutical letters from team building services to automotive companies.

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**Gravity Designworks, Inc.**, Newton, NJ

**Graphic Design Intern** | January 2016 – April 2016

Branding, print, vinyl, custom die-cuts. Many hands-on projects such as cutting, measuring, and sketching for small local businesses.