



"KENNY" NGOC NGUYEN

GRAPHIC DESIGNER & PHOTOGRAPHER

As a senior graphic designer and photographer, I bring over a decade of expertise in the sporting goods industry to enhance product launches and elevate storytelling for premier brands in baseball/softball and beyond.

I am currently working full time for the Easton Baseball/Softball brand as a lead/sr. graphic designer.

KENNYNGUYENING.COM

CONTACTS

CELL: (818) 668-4326

EMAIL: KENNYNGOCNGUYEN@GMAIL.COM

EDUCATION

CALIFORNIA STATE
UNIVERSITY NORTHRIDGE

CLASS OF 2011
BA - GRAPHIC DESIGN

SKILLS

Art Direction
Graphic Design
Social Media Design
Interaction Design
Layouts
Advertising
Photography
Posters
Brand Identity
Brand Development
Typography
Corporate Identity
Catalogs
Packaging
P.O.P Retail Displays
Web Banners
Display Banners
Amazon A+ Product Pages
Infographics

WORK EXPERIENCE

EASTON DIAMOND SPORTS, LLC.

Senior Graphics Designer • Sept 2020 - Present

Following the acquisition of Easton by a new investor, I was promoted to the role of Senior Graphic Designer. In my current position, I have continued to perform the same day-to-day responsibilities that I held as a Graphic Designer, while also taking on additional responsibilities such as providing input on storytelling, creative direction, and photography direction. Furthermore, I have been tasked with overseeing the designs of another graphic designer, which has allowed me to develop my skills as a leader and mentor in the field. Overall, my promotion to Senior Graphic Designer has allowed me to take on a more comprehensive role in the company and contribute to its success in new and meaningful ways.

As a creative media specialist, my role at Easton involves providing support for the launch of multiple products across different categories on an annual basis. Working closely with all stakeholders, my responsibility is to oversee the development of marketing support for each product launch, from concept to finalization. I play a crucial role in shaping the Easton brand identity for each of these products, which involves creating a range of marketing collateral, such as retail displays, packaging, display ads, website banners, social media posts, reels, and TikTok videos. I am committed to delivering marketing content that resonates with our end consumers, and I take pride in my ability to consistently produce engaging, high-quality materials that contribute to the overall success of Easton's product launches.

EASTON DIAMOND SPORTS, LLC.

Graphics Designer • Apr 2014 - Aug 2020

I was responsible for creating and managing the visual identity of the brand across both print and digital platforms. Reporting directly to the Director of Brand Marketing, I work closely with Brand Managers, Project Category Managers, and Digital Brand Managers to create compelling visuals that resonate with our target market. My approach to creative direction is clear, simple, and significant, and I oversee day-to-day graphic design work and manage multiple freelancers to produce assets.

My responsibilities include designing the annual product catalog, trade show booth designs, print and digital ads for various baseball and softball magazines, digital banners, microsites, and social media posts, as well as smaller product category catalogs and brochures. I also design retail store displays and P.O.P. materials that are featured in major sports retailers such as Dick's Sporting Goods, Academy Sports, Target, Walmart, and other independent retailers. Additionally, I am responsible for establishing a new direction for all packaging goods and designing presentation materials.

BRG SPORTS

Brand Graphics Coordinator • Jan 2013 - Apr 2014

As a Brand Graphics Coordinator at Easton, I developed cohesive graphic ideas across multiple Easton sports brands under the Creative Director's guidance. I created graphic design concepts for product packaging, advertising, and promotional materials and ensured that all designs met the highest standards of quality and were on-brand. By delivering visually engaging design solutions that spanned multiple sports brands, I helped to position Easton as a leader in the sports equipment industry.

EASTON-BELL SPORTS

Marketing Graphics Intern • Jul 2011 - Jan 2013

As a graphic design intern, I learned the value of taking risks and learning from failure. Through my work at Easton, I developed a deep understanding of the design process and gained insight into the business side of the industry. I also learned about effective communication, collaboration, and meeting deadlines, which has helped me grow both personally and professionally.

FREELANCE/CONSULTING

In my work as a graphic consultant, I have taken on a variety of projects for clients, helping them communicate their brand effectively to consumers through thoughtful and clear design direction. I have worked with a range of clients, including:

Falcon Waterfree - Presentation templates, Info graphics, Iconography.

Easton Hockey - Catalog hero page designs.

Chomp Eatery & Juice Station - Packaging design.

Of The Notion - Collaboration, movie poster design.

The German Marshall Fund of the United States - Cover design for reports, social media posts, map design, Iconography.