

# KEN NGUYEN

design + illustration  
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## EXPERIENCE

2008 - Present | Los Angeles CA

### MINHWIND | DESIGNER + ILLUSTRATOR

- Specialized in digital media design with an interest in both traditional and CG animation.
- Delivered high-quality art direction, design, and illustration for digital platforms.
- Adept at research, concept development, and execution.
- Provided storyboards for commercials and feature films.

2021 - 2023 | Los Angeles CA

### ROKU INC | VISUAL DESIGNER

- Built and delivered key art assets for the launch of Roku Recommends, a TV series on the Roku platform.
- Provided banner designs from the early conceptual stages to final execution for the Women's History Month campaign.
- Simplified the Roku Brand Guidelines layout from master documents to streamline the internal marketing process.
- Mastered Roku's custom MFX tool to deploy large-scale production AVOD banners and screensaver assets.
- Utilized Roku's custom Rapid Page web module to optimize Superhero landing pages.
- Delivered weekly SVOD digital assets on schedule, including thumbnails, banners, screensavers, social media creatives, and platform tiles.
- Participated in creative kickoffs, concept development, and production prep for major campaigns including Black Friday, Streaming Day, Halloween, and Discovery Shark Week.
- Collaborated directly with Roku's Growth Marketing Creative Director, Project Managers, Copywriters, Roku Originals Managers, Social Media Managers, and Subscription Growth Marketing Managers.

2016 - 2020 | Los Angeles CA

### LEGENDARY DIGITAL NETWORKS | SENIOR DESIGNER

- Worked closely with producers and directors to design key art and conceptual assets for Nerdist and Geek & Sundry programming.
- Design responsibilities included creating original illustrations, key art, show pages, banner ads, custom thumbnails, and more.
- Managed a small team of designers to deliver weekly tasks and show assets.
- Pioneered template designs for the social media team to use in daily news posts, show announcements, and merchandise giveaways.
- Performed color correction and photo retouching for hosts, celebrities, and episode thumbnails.

2014 | Los Angeles CA

### GAMESTOP | STORYBOARD ARTIST

- Collaborated with award-winning commercial and music video director Richard Farmer (richardfarmer.tv) to storyboard a 30-second holiday commercial spot for GameStop.

## EDUCATION

Pacific Northwest College of Art | 2003 - 2007  
Bachelor Of Fine Arts - Graphic Design

Vancouver School of Arts and Academics | 1996 - 2003  
High School Diploma - Visual Arts

## AWARDS

2003 - North West Film Center | 27TH Annual Film & Video Festival  
2003 - National Young Arts Foundation | Advancement In The Arts  
2003 - Educational Service District 112 | Merry Cammack Award  
2002 - I Have A Dream Foundation Award

## SOFTWARE

Photoshop, Illustrator + InDesign  
Premiere, Final Cut Pro + After Effects  
Figma, Dreamweaver, Coda + Notepad++  
HTML, CSS, Wordpress, Webflow + Unbounce  
Word, Excel, PowerPoint + Keynote  
Slack, Frame.io, Shift + Mural  
Zoom + Google Meet  
Brandfolder, Box, Dropbox + Google Drive  
Proficient in both Mac + PC platforms

## SKILLS

Bilingual (English + Vietnamese)  
Art direction  
Leadership  
Attention to detail  
Time management  
Concept development  
Key art design  
Social media design  
Type treatment + hand lettering  
Traditional drawing + digital illustration  
Color correction + photo retouching  
AI image + video upscaling techniques  
Video editing, encoding + transcoding  
2D animation  
Film production  
Storyboarding  
Tetris