

CHILLY PHOEUNG

ART DIRECTOR + BRAND DESIGNER



PORTFOLIO: CHILLYPHOEUNG.COM
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TOOLS

After Effects
Illustrator
InDesign
Photoshop
Premiere Pro
Figma
Canva

SKILLS

Art Direction
Brand Identity
Budgeting
Concept Development
Digital Design
Environmental Design
Iconography
Motion Design
Packaging Design
Print Design
Social Media
Typography
Video Production

EDUCATION

**MASSACHUSETTS COLLEGE
OF ART AND DESIGN**
BFA in Graphic Design

EXPERIENCE

FREELANCE ART DIRECTOR + BRAND DESIGNER (2023-present)

- Provide consulting services to small businesses, specializing in art direction, brand identity, digital/print deliverables and social media graphics.

ART DIRECTOR, KENZIE ACADEMY (2021-2023)

- Led Kenzie Academy's design team, shaping the brand's identity, ensuring consistency and innovation across video, digital, email and social.
- Produced and art directed video projects and photo shoots, effectively translating brand messaging into captivating visuals.
- Managed creative freelancers and external agency partners.
- Partnered with digital director to optimize Kenzie's website for accessibility, enhance SEO, manage email campaigns and implement paid ad strategies.

SENIOR DESIGNER, SOUTHERN NEW HAMPSHIRE UNIVERSITY (2018-2021)

- Conceptualized and executed creative projects in collaboration with creative directors and copy directors. Projects included broadcast campaigns, OOH ads, visual identities, web design, digital/print collateral, photo shoots, packaging design, social media and environmental design.
- Crafted and presented high-level pitch decks for client approval.
- Played a pivotal role in the school's 3-year rebranding initiative in collaboration with an external brand agency.

LEAD DESIGNER, QUESTROM SCHOOL OF BUSINESS, BOSTON UNIVERSITY (2016-2018)

- Worked closely with brand director and copywriter on strategic, brand-based digital and print projects that advance the mission of Questrom. Projects included creative campaigns, visual identities, email design, mobile apps, brochures, posters and environmental design.
- Mentored and art directed junior designers to produce pieces that not only followed brand guidelines but also exceeded their creative goals.

DESIGNER, COMSOL, INC. (2012-2014)

- Responsible for the design and marketing needs of 20+ offices worldwide. Projects included multi-language digital/print advertisements, web design, web banners, technical illustrations, infographics, editorial design, photo shoots and photo editing.

DESIGNER, BRANDEIS UNIVERSITY (2011-2012)

- Designed and developed high concept pieces that work within the framework of Brandeis' overall brand. Projects included creative campaigns, visual identities, digital/print collateral, editorial design and environmental design.