

# ANDY PHONHSONGKHAM

## PRODUCT DESIGNER

Phone: (619) 436-9725

Portfolio: [apmediaux.com](http://apmediaux.com)

Email: [aphonhsongkham@email.com](mailto:aphonhsongkham@email.com)

## SUMMARY

I'm a designer passionate about crafting beautiful, functional designs that make a difference. With over 15 years of experience spanning brand and product design, I've recently transitioned into creating intuitive digital experiences. I thrive in collaborative, cross-functional environments and excel at simplifying complex problems into user-focused solutions. A systems thinker with a high standard for quality, I approach every project with a blend of creativity and strategy, from discovery to delivery. Let's create something impactful together!



## EXPERIENCE

### Senior Designer

*Integrate.com / 111 West Monroe St., 19th Floor, Phoenix, AZ 85003*

As a Senior Designer at Integrate, I excel in crafting brand experiences across various touchpoints. Independently and collaboratively, I produce digital designs, ensuring they meet or surpass expectations. My adaptability in fast-paced environments and commitment to ongoing improvement drive my success.

- Spearheaded design for Integrate's SaaS campaign, enhancing website visuals and creating comprehensive brand guidelines.
- Created a library of self-service visual templates for marketing assets, significantly reducing production time by 75%.
- Contributed to driving brand excellence through innovative design solutions.
- Actively engaged in cross-functional collaboration to ensure consistency and quality across marketing assets.

### Graphic Designer

*Carl Zeiss Vision / 1050 Worldwide Blvd, Hebron, KY 41048*

As a Graphic Designer at Carl Zeiss Vision, I led B2B and B2C marketing initiatives, producing print, digital, and video content. I developed brand-compliant designs, managed project workflows, and collaborated cross-functionally to ensure timely delivery of high-quality assets.

- Orchestrated development of forward-thinking digital designs for websites, landing pages, and e-newsletters, elevating user experiences and engagement.
- Drove successful campaigns and product launches, bolstering brand recognition.
- Contributed to ZEISS website development, managing UI/UX tasks and ensuring compliance and aesthetics.
- Executed creatives for multiple social media channels, effectively boosting leads during conferences.

### Graphic Designer

*Pechanga Resort Casino / 45000 Pechanga Parkway, Temecula, CA 92592*

As a Graphic Designer at Pechanga Resort Casino, I collaborated closely with design and production teams to deliver creative support to operational departments. I executed diverse design projects, ensuring adherence to brand standards and timely delivery.

- Enhanced UI for Beverage Ordering, improving guest experience and facilitating on-demand drink ordering from slot machines.
- Drove diverse graphic projects, including logos, to enhance brand identity.
- Produced versatile artwork for impactful communication across print and digital media.
- Ensured brand adherence and consistency with brand guidelines for cohesive branding.

## ABOUT ME

With a rich tapestry of design expertise, I've crafted captivating visuals across diverse industries, enhancing brand identities and user experiences. My commitment to detail, relentless pursuit of excellence, and a client-focused approach have built lasting partnerships. My creative journey continues, leading with innovation and unwavering dedication.

## SKILLS

Photoshop



Illustrator



InDesign



Figma



Video Production



Photography



Teamwork



Leader



07/2022 – 03/2024

01/2021 – 07/2022

03/2016 – 12/2020

## EXPERIENCE

07/2015 – 03/2016

### Multimedia Designer

Viejas Casino & Resort / 5000 Willows Road, Alpine, CA 91901

As a Multimedia Designer at Viejas Casino & Resort, I enhanced brand visibility through promotions and advertising collaterals. I created visually engaging materials for on-site promotions and produced multimedia content for diverse marketing channels, ensuring consistency with brand standards and best practices.

- Elevated brand visibility through visually compelling promotions and advertising materials.
- Expanded brand reach through diverse multimedia content creation.
- Spearheaded website development projects aligned with organizational objectives.
- Upheld brand standards and professionalism across all design projects.

07/2015 – 03/2016

### Lead Designer & Media Content Manager

Partners In Learning Programs Inc. / 9865 Mesa Rim Rd, San Diego, CA 92121

Led PBIS design concepts, optimizing visual identity. Revamped websites with HTML/CSS and Google Analytics, enhancing user experience. Streamlined graphic design projects for print, web, and video. Managed social media, leveraging data insights for outreach and engagement.

- Utilized data insights to boost website traffic, enhancing user experience and performance.
- Enhanced website functionality and performance through strategic optimizations.
- Designed PBIS concepts, creatively promoting positive behavioral interventions.
- Monitored search terms for continuous website traffic enhancement, employing analytical strategies.

04/2011 – 05/2013

### Multimedia Designer

Continuity Products, LLC / 1811 Aston Ave #103, Carlsbad, CA 92008

Led comprehensive creative processes from concept to distribution, encompassing web design, advertising, collateral, logo development and packaging. Proficient in graphic design, multimedia production, and innovative packaging solutions.

- Established and managed a successful fitness YouTube channel, accumulating 33K+ subscribers and 5 million+ views.
- Led end-to-end creative processes, overseeing web design, packaging, advertising, and multimedia production.
- Improved packaging design and introduced innovative options to meet evolving product needs.
- Produced diverse multimedia content, contributing to engaging exercise transformation programs.

## EXPERTISE

### Brand Design



### Web Design



### Mobile & Web App Design



### Multimedia Design



### Graphic Design



## EDUCATION

### Visual and Performing Arts: Arts & Technology Option

California State University |  
San Marcos

## LANGUAGE

### English (100%)

Perfect Speaking / Listening / Writing

### Lao (80%)

Basic Speaking / Listening

### Thai (70%)

Basic Speaking / Listening

## AWARDS

January - 2019  
Hermes Creative Gold Award

In-Room Service Menu

January - 2019  
Hermes Creative Gold Award

Kelsey's Thriller Dance Party  
Poster

January - 2019  
Hermes Creative Platinum Award

Pechanga Arena San Diego  
Property Branding

January - 2018  
Hermes Creative Gold Award

Direct Mail Piece

## HOBBIES

