


# PHUONG BULA

Graphic Designer/Production Artist

## CONTACT

 541-579-5220

 [phuong.th.win@gmail.com](mailto:phuong.th.win@gmail.com)

 Santa Clara, CA

 [phuong-win.com](http://phuong-win.com)

## EDUCATION

### Academy of Art University

- 2012-2015  
M.A in Advertising

## CERTIFICATION

- Google UX Design  
Professional Certificate

## SKILLS

- Art Direction
- Digital Marketing
- Social Media
- UX/UI
- Video/Photography

## TOOLS

- Adobe CC
- Canva
- Figma
- Final Cut Pro
- G-Suite
- HTML
- Microsoft Office

## MARKETING DESIGNER

KeyPoint Credit Union - Santa Clara

*April 2018 - Present*

- Develop and maintain the company's brand identity, ensuring cohesive and impactful representation across all print and digital marketing initiatives.
- Design a diverse range of promotional materials including flyers, email campaigns, brochures, web and mobile banners, large-format signage.
- Collaborate with engineers and web designers to brainstorm and create wireframes to improve UX/UI Design for our mobile app and website.
- Partner closely with the Social Media Manager to conceptualize and execute compelling, brand-aligned content for Instagram and Facebook.
- Oversee all phases of video production, from storyboarding and art direction to final delivery, ensuring high-quality content that aligns with brand messaging and goals.
- Create dynamic presentation templates for internal communications and business development activities.
- Manage end-to-end vendor relationships, ensuring the timely production, delivery, and accurate implementation of all marketing materials.

## GRAPHIC DESIGNER/PRODUCTION ARTIST

Ecoimprints - San Francisco

*September 2016 - 2018*

- Specialized in product photography and image enhancement, significantly improving website visual appeal.
- Oversaw website content management, ensuring timely updates with new product launches.
- Designed a diverse range of marketing materials, including flyers and digital ads, for corporate events, boosting brand visibility.
- Executed high-quality product image production and retouching, elevating website visual standards.