



619.436.9725



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Temecula, CA

ANDY PHONHSONGKHAM

VISUAL DESIGNER

andypmedia.com

ABOUT ME

I am a multifaceted creative, skilled in creative concepts, logo + identity design, and brand + marketing strategy.

I am well-versed in traditional + digital channels, including social media platforms, email marketing, SEO/SEM, and web development, currently excelling in UI/UX Design.

I have a demonstrated history of working in direct response marketing, e-commerce, B2C, education, news media, hospitality, and entertainment industries and am a strong arts and design professional who graduated from California State University at San Marcos, California.

LANGUAGES

English

Lao

Thai

SKILLS



Photoshop



Illustrator



InDesign



PremierePro



Xd



AfterEffects

EDUCATION

B.A. Visual and Performing Arts: Arts & Technology Option

California State University, San Marcos | 2010

Designed for students who wish to work with digital arts, multimedia, photography, video, and/or web design. This interdisciplinary track emphasizes various digital media including music, video and the visual arts.

EXPERIENCE

Designer

Pechanga Resort Casino | 3/2016–Current

Championed user interface for Beverage Ordering Service System, which allows guests to order drinks on-demand from slot machines. Execute graphic design assignments ranging from production work to advanced, conceptual design and logo development. Create various artwork for print and digital mediums including large/small format, packaging, digital signage, web, email, and other digital marketing platforms. Design and revise all files adhering to brand guidelines.

Multimedia Designer

Viejas Casino & Resort | 7/2015–3/2016

Prioritized, developed and implemented projects based on job assignments, and departmental requests. Generated media content for print, billboard, collateral, out of home, digital, and television. Proposed, directed, and created multimedia graphics and photography. Integrated provided copy and text content in layout for design. Ensured work is consistent with organization branding and industry best practices.

Lead Designer & Media Content Manager

Partners In Learning Programs, LLC | 2/2014–6/2015

Created PBIS (Positive Behavioral Interventions and Supports) design concepts for Educational Marketing. Implemented Google Analytics and optimized multiple websites. Streamlined graphic design (print, web, and video) projects. Initialized and managed various social media accounts. Keep track of searched terms, and use data to improve website traffic.

Web & Media Content Manager [Freelance]

KCOMM | 1/2014–9/2015

Create and manage all aspects of online mediums in a fast-paced environment. Design and post website product and content using a Custom Management System (CMS). Work closely with web developer to maintain and create a user-friendly online experience. Utilize HTML and CSS to update and maintain various websites. Execute mainly digital graphic design assignments if needed for any website under maintenance of KCOMM.

EXPERTISE

- Graphic Design
- Web & Email Design
- Logo Development
- Branding & Strategy
- User Interface Design
- Motion Design
- Video Production
- Photography

REFERENCES

Sitara Dickson

Brand Manager
Phone: 619.865.2204
Email: sitara.dickson@gmail.com

Juan Gonzales

Visual Designer II @ Freedom Forever
Phone: 512.947.5858
Email: rjgonz14546@gmail.com

Marlon Abreu

Creative Director @ Pixel Effigy
Phone: 858.231.3896
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Sam Yago

Creative Director @ Continuity Products
Phone: 619.850.8804
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Carol Craft

Creative Professional
Phone: 760.822.5186
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Jim Ayers

Natural Product Marketer
@ Innovative Nutrition, LLC
Phone: 951.858.0638
Email: jim@ayres-co.com

INTERESTS



EXPERIENCE

Multimedia Designer

Continuity Products, LLC | 4/2011–5/2013

Established a professional fitness YouTube channel for Prevoxin. The channel now has over 9,900 subscribers and more than 1 million overall views. Responsible for leading the creative process from concept to distribution including front end web design, online and print advertising, print collateral, stationery, and logo design. Front-end web design, create and design packaging, bottle labels, flash banner ads, and press releases. Improve packaging design and develop new packaging options based on new product needs for our brand and any other sub-brands, through full execution. Film interviews and b-rolls, shoot before and afters photos of selected participants for different exercise transformation programs. Create mock-up designs based on direction from the creative team. Responsible for creating print and web graphics, video production, flash animation, and sound editing (illustrations, buttons, logos, retouching, graphics optimization, icons, etc.) Established a YouTube channel for a product that reached over 800k viewers and 9,000 subscribers.

Graphic Artist

KUSI News Broadcast | 10/2010–4/2011

Produced graphics for the morning news segment using Adobe Photoshop & Illustrator. I was also in charge of making short billboard animations for certain sponsoring companies using Adobe After Effects. The different type of graphics were: OTS (Over The Shoulder), Navigator (Large LCD screen behind the Anchors) and Full-screen graphics.

AWARDS & ACCOLADES

In-Room Service Menu | Gold Award

2019 · Hermes Creative Awards
Print Media | Design | Menu

Lobby Bar & Grill - Logo Design | Honorable Mention

2019 · Hermes Creative Awards
Logo development from concept to completion.

Pechanga Arena San Diego Branding | Platinum Award

2019 · Hermes Creative Awards
Pechanga had the opportunity to brand wall-wrapped pillars and include posters to brand and advertise the property and varying amenities within the new Pechanga Arena San Diego. We also included some cobranding pieces to promote the Temecula area as a tourist worthy attraction featuring the Visit Temecula Valley logo. We strategically placed these throughout the Arena to create a coordinated experience for Arena visitors.

Direct Mail Piece | Gold Award

2018 · Hermes Creative Awards
Print Media | Advertising | Direct Mail Piece
Loyalty Marketing VIP \$25k Gold Easy Heats Tournament

Certificate of Award

5/2010 · Stepping Up: Youth Academic Mentoring Program
Outstanding Service Learning Student-Produced Video

- Lighting on location; photographer for production documentation
- Camera operator for interviews and b-roll
- Assistant editor; designer for DVD graphics