

# Mark Nguyen

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## SUMMARY:

Award-winning Executive Producer and Creative Director with over 10+ years of experience building cross-functional creative teams, managing digital projects, and leading video and creative production.

## EXPERIENCE:

### **National Production Lead | Executive Producer @ Razorfish** **9/2016 – 11/2016**

- Produced and led key projects for high profile clients alongside various creative leads and account partners utilizing emerging technologies, design, animation, and video production.
- Managed all regional and shared production services across two merging agencies including management of all agency producers and a 30+ team of internal production and studio staff.
- Worked alongside the emerging technology teams to plan, design, scope new business projects.
- Developed national production workflows and shared processes alongside key agency creative, production, resourcing, and operation leads.

### **SVP, Head of Integrated Production | Executive Producer @ Rosetta (by Razorfish)** **6/2012 – 11/2016**

- Led a 30+ team of multi-disciplinary video producers, creative technologists, animators, 3D developers, and designers in a fast-paced and changing agency environment.
- Oversaw bidding process, defined project scopes, and assisted in the development of strategic, creative, and technical requirements for project deliverables.
- Identified, developed, and oversaw new capabilities and service offerings across the agency that directly contributed to an increase of more than \$7 million in new business with existing clients.
- Established and maintained external relationships with third-party vendors and contract resources.
- Tracked industry trends and led discovery, prototyping, and implementation of emerging technologies for VR/ AR, Mobile, and Desktop as part of the National Innovation team.

### **VP, Executive Producer | Director of Video and Motion Graphics @ LEVEL Studios** **3/2011 – 6/2012**

- Led all creative technology, video production, 3D development, Flash development, motion graphics, and creative production workflow development and execution across the organization.
- Worked alongside executive leadership, finance, and key stakeholders to ensure creative quality and unify production delivery across the agency.
- Grew new capabilities and expanded the internal production and creative services footprint of the agency, increasing studio revenue by over \$1 million.
- Responsible for the leadership and growth of a 20+ member, multi-disciplinary, creative production team spanning multiple offices across the nation.

**Creative Director @ LEVEL Studios****9/2008 – 3/2011**

- Supplied creative direction, leadership, and UI design for award winning interactive, animation, Web, Mobile, and video projects across multiple industries.
- Utilized consumer insights, research and data to drive the creative aspects of new business pitches from initial conception to final presentation and into development and delivery.
- Mentored and grew multi-functional creative teams across 3 office locations.
- Worked alongside Marketing, Account, Creative Services, Sales, and Brand Strategy teams to ensure consistency of both in-house and client creative output and brand standards.
- Led innovative idea generation, strategic direction, and market research into new emerging technologies, workflows, and creative implementations both internally and for clients.

**Software Developer @ Decentral.tv (Kyte.tv)****11/2005 – 12/2006**

- One of the original 5 co-founders of the product and platform
- Responsible for front-end product development, design, and engineering.
- Contributed to original product positioning and product strategy.

**Art Director, Senior Interactive Designer @ Web Associates)****12/2003 – 9/2008**

- Supplied hands-on art direction, strategic direction, visual design, and User Experience leadership across multiple clients and accounts.
- Developed and produced flash based CMS driven micro-sites utilizing AS3, XML, video, and dynamic content targeted towards consumers.
- Led the design and technical development of nationally recognized and award-winning web and multimedia properties initial concept and pitch through final completion.

**Multimedia Developer @ Lightspeed Systems)****11/1997 – 12/2003**

- Delivered front-end product design and development for various software development projects.
- Created business collateral, Web Designs, Multimedia Development services and Video production for internal Marketing teams and external clients.

**SKILLS:**

Adobe Creative Suite, Basecamp, Maya, Creative Direction, MS Office, Photoshop, Graphic Design, 3D Design, Animation, Illustration, Concept Development, UI and UX, Video Production, Video Editing, Copy Writing, Motion Graphics, Mobile Development and Design, SWIFT, PHP, HTML5, JavaScript, Unity3D, Virtual Reality Ideation and Development, Google Docs, Slack, JIRA, Keynote, PowerPoint, Product Management

**EDUCATION:****California State University-Bakersfield****1997 – 2002**

Bachelor of Arts in Communication