

John Nguyen
Creative Director
Seattle, WA, USA

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An accomplished creative leader with expertise in distilling complex technology into clear, compelling human-centric narratives for impactful results. Skilled as an interdisciplinary leader and seasoned visual storyteller that has crafted campaigns and product incubation for the world's leading technology brands.

Creative Direction | Art Direction | Branding | Leadership Skills | UI/UX | Human Centered Design | Customer Experience

WORK EXPERIENCE

Microsoft

Principal Creative Director

MAY 2017 - APRIL 2023 | REDMOND, WA

Work cross-functionally and partnered with Engineering, Product Marketing, Integrated Marketing, and PR to drive visual creative for branding, product reveal videos, retail content, OOH, and social campaigns for the Microsoft Mixed Reality org.

- Led an multi-disciplinary creative team of 8, as well as managed external agencies engagements/partnerships.
- Launched HoloLens 2 with a 360 campaign across social, web, and brand design.
- Created the hero launch video for HoloLens 2 - 5+ million views in aggregate.
- Launched Microsoft Mesh with a 360 campaign across social, web, and brand design.
- Created the hero video for Microsoft Mesh - 3+ million views in aggregate.
- Concepted and produced future forward vision videos and aided in landing a large public sector contract potentially worth \$22B.

Apple

Senior Art Director

NOVEMBER 2014 - APRIL 2017 | CUPERTINO, CA

Visual design lead for Apple Marcom's Film/Video/Motion Graphics team. Worked cross functionally with ID, PD, Product Marketing, and other Marcom teams.

- Created the hero launch video for MacBook - 4+ million views.
- Created the hero launch video for Ipad Pro Gen1 - 3+ million views.
- Created the hero launch video for the MacBook Pro - 2.5+ million views.
- Created the hero reveal video for the MacBook Pro - 1.5+ million views.
- Created the hero launch video for the iPhone 7 Jetblack - 2.5+ million views
- Created the most successful How-To campaign for Apple that spread across multiple products over several years - 100+ million views.

Self Employed

Creative Director/ Art Director/ Team Lead

NOVEMBER 2002 - OCTOBER 2014 | LOS ANGELES, CA

Concepted and created commercials, main titles, and campaigns for large brands. Led multi-disciplinary teams consisting of designers, 2d + 3D animators, live action directors, and producers.

- Managed projects ranging from film titles, to broadcast packages, game content, social, commercials, and event based content.

BRANDS

Apple
AMEX
DirectTV
Dreamworks
Epson
ESPN
Honda

HP
LA Times
Microsoft
Nike
Nintendo
Paramount
Riot Games

Sony
SYFY
Virgin
Volvo
Warner Bros.
Xbox

AGENCIES

Brand New School
Blind
Logan
Imaginary Forces
King & Country

Method
Not to Scale
National Television
Prologue
Royale

Riot Games
Stardust
Directors Bureau
The Mill
Troika

EDUCATION

Cleveland Institute of Art

Major: Photography | Film/ Video | Animation

1994-1998 CLEVELAND, OH