

## **JORDAN NGUYEN**

### **Creative Director & Chief Operations Officer**

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## **EXECUTIVE SUMMARY**

Creative operations director and venture builder with proven track record of scaling digital ventures to multi-million dollar operations. Co-founded animation studio growing to 30 professionals, scaled YouTube channels from 2M to 8M subscribers, and generated \$1M+ in sales across multiple ventures through strategic team building and operational optimization.

## **CORE COMPETENCIES**

Strategic Leadership / Creative Operations / Revenue Optimization / Team Scaling / Production Pipeline Development / Client Relationship Management / Digital Product Strategy / Process Optimization

## **SCALING ACHIEVEMENTS**

**\$22M Peak Annual Revenue** – Contributed to company growth from \$12M baseline through strategic initiatives

**300% Subscriber Growth** – Led strategies in merch, design, and product resulting in YouTube channel expansion from 2M to 8M subscribers

**\$1M+ Sales Generation** – Generated significant revenue across multiple ventures with compressed timelines

**30-Person Team Built** – Established complete animation studio with full production capabilities from ground up with unique proprietary process.

## **PROFESSIONAL EXPERIENCE**

### **CO-FOUNDER & CREATIVE OPERATIONS DIRECTOR | Spacestation Animation**

**2021 – 2025** / Built complete animation studio from concept to 30-person operation with comprehensive production pipelines / Secured major client partnerships including \$85K NBC Universal and \$85K Gala Games projects / Reduced production costs by 35% through proprietary workflow optimization

### **CREATIVE DIRECTOR & CHIEF OPERATING OFFICER | The Spacestation**

**2020 – 2025** / Led creative team (Nebula) and scaled from ground up while managing cross-departmental operations across 130+ person organization / Managed UI/UX design for mobile apps achieving 1M+ downloads with 12.5% conversion rates / Implemented organizational structures called “The Triangle” a multimedia powerhouse and project management standards supporting company growth to \$22M annual revenue / Led A for Adley brand development including website overhaul, merchandise strategy, and asset design.

## **CO-FOUNDER & CREATIVE OPERATIONS DIRECTOR | Quarter Machine**

**2021 – 2024** / Generated \$1M in NFT sales with one month marketing timeline in emerging Web3 market / Developed innovative physical distribution technology showcased at major industry events including VeeCon / Established strategic partnerships with NIKE RTFKT and artist Takashi Murakami for global collaborations

## **CREATIVE DIRECTOR | Proper Hemp Co.**

**2018 – 2020** / Built B2B online sales model generating \$25–30K monthly recurring revenue through specialty payment processing / Designed complete product line and brand systems across 25+ SKUs in emerging CBD market / Managed manufacturer relationships optimizing costs while ensuring regulatory compliance

## **SENIOR MARKETING SPECIALIST | The Family Place (Nonprofit)**

**2016 – 2017** / Increased donations and fundraising by 35% through strategic marketing and brand development initiatives / Led Annual Blue Benefit Dinner achieving record \$85K raised in single evening / Established standardized brand presence and comprehensive guide still used by organization

## **KEY ACHIEVEMENTS & RECOGNITION**

96 Theater National Premiere • Award-Winning Packaging Design • Created recognized packaging for consumer products industry

Industry Recognition – Featured in Utah Business magazine as animation studio co-founder • Multi-Platform Success • Managed simultaneous growth across YouTube, mobile apps, and e-commerce

## **TECHNICAL PROFICIENCY**

**Management:** Monday.com, Google Admin Suite, Asana, Analytics Platforms.  
**Creative:** Adobe Creative Suite, Blender, Figma, Unreal Engine.  
**Specializations:** UI/UX Design, Animation Production, E-commerce Solutions, Branding, Social Media Strategy.

## **FRACTIONAL EXECUTIVE SERVICES**

### **Creative Operations Scaling:**

Build creative teams and production systems for rapid growth.

### **Revenue Diversification:**

Develop multiple income streams beyond core business model.

### **Process Optimization:**

Implement systems reducing costs while improving output quality.

### **Brand & Digital Strategy:**

Comprehensive development and multi-platform presence.

Available for 3–12 month engagements | Open to strategic consultation and venture development