

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.

Revenue Diversification:

Develop multiple income streams beyond core business model
Process Optimization.

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