

2004 - 2024

twenty-year experience lookbook

二十年の経験ルックブック



MICHAEL PHAN

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認定技術エンジニア&
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HIGHLIGHTS

(alphabetical order)

aime couture
am-fm equipment
all blocks covered
all city records
bassick
beats by dre
black + jane
black shakespeare
bling 47
blu
bombula bundles
brand black
brents sportswear
brwd love
cw racing
de la riva tequila
deluxe digital studios
devin morrison
dim mak collection
dimepiece designs
dj rashida
fly anakin
fourtwofour
future without fear
gifted & blessed
gonja sufi
guitar center
idyll pine treehouse
ignored prayers
j dilla
jennifer austin
knxwledge
levi's
likewise
love made
m.e.d
meg cuna
mestizo
miguel jontel
mike york
mndsgn
mstrkrft
nestle
nike
oriana lifestyle
pac div
parabellum collection
pbm records
poobah records shop
powerplant motorcycles
prefuse 73
rich soil clothing
sal barbier
seneca village records
sets swim
sound in color
street corner music
teresa herrera
ti\$a
uncle paulie's deli
undefeated inc
westfield

2015

AIME COUTURE

DETAILS

Creation of brand identity and website for b2b wholesale wedding gown business based in Chicago.
Commissioned by owner Maggie Zha through Kendal Carson of Unequal People. RIP Kendal.



2023

am-fm

DETAILS

Creation of webstore for skate apparel and hardware line by Sagan Lockhart.
Commissioned by co-owners Scott Tepper and Sagan Lockhart.

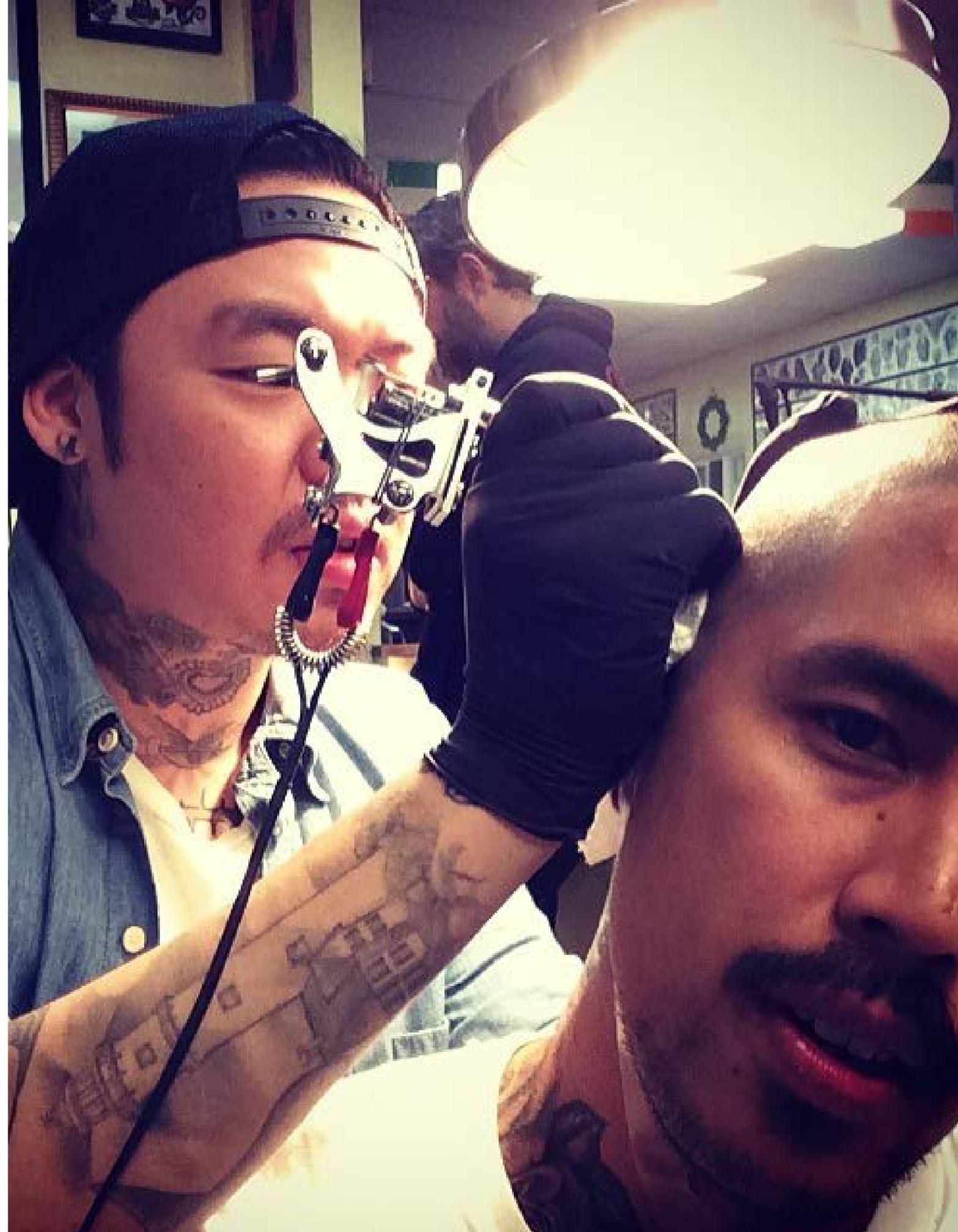


2015



DETAILS

Creation of website, logo, brand identity and merchandise for an independent marketing agency.
Commissioned by long time friend Chris Garcia. RIP cleanwhitelinens.

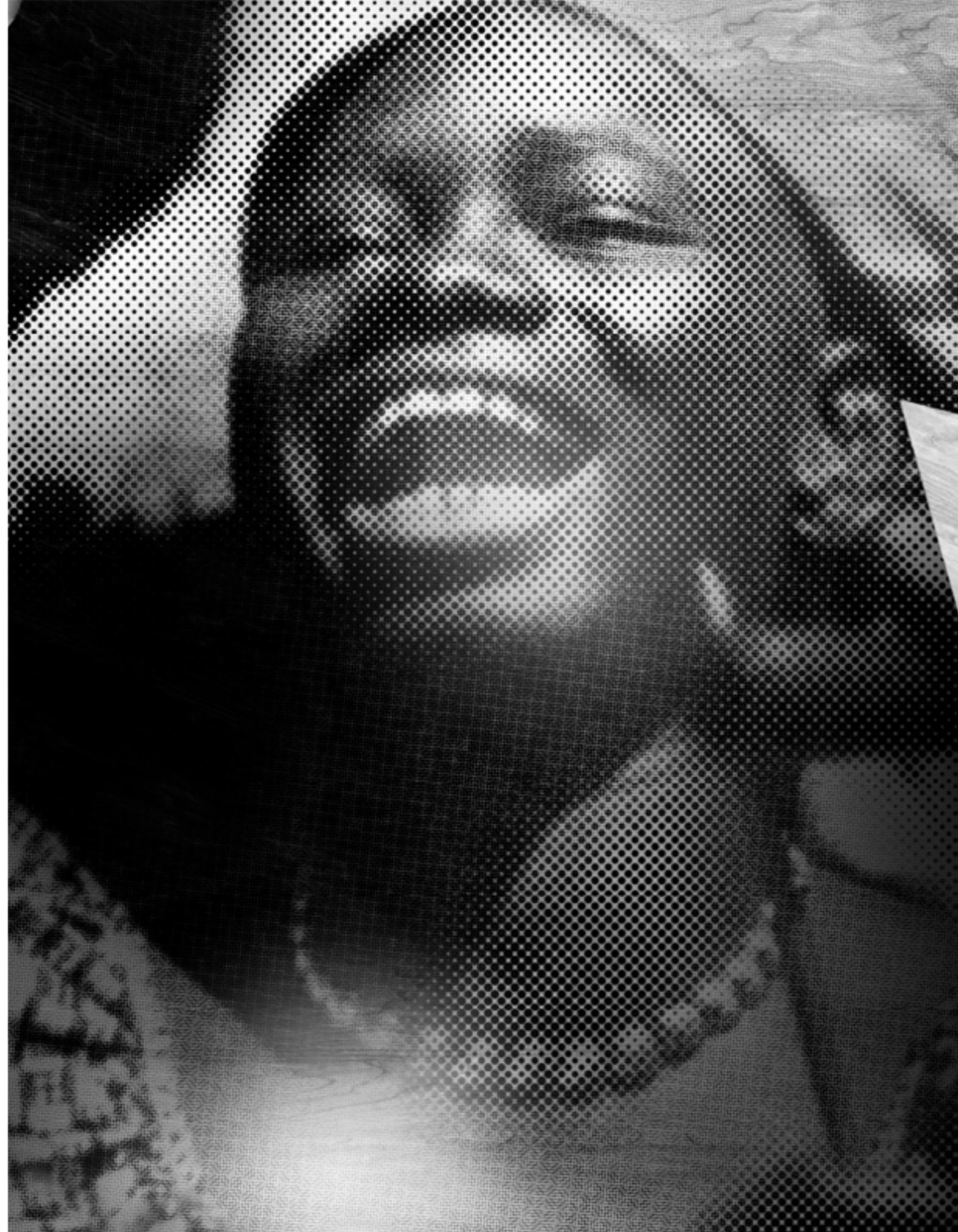


2010



DETAILS

Creation of logos and digital marketing assets for Dublin based hip hop shop and record label.
Commissioned by owner Olan Obrien through Declan Lennon of Krystal Klear.



2010



DETAILS

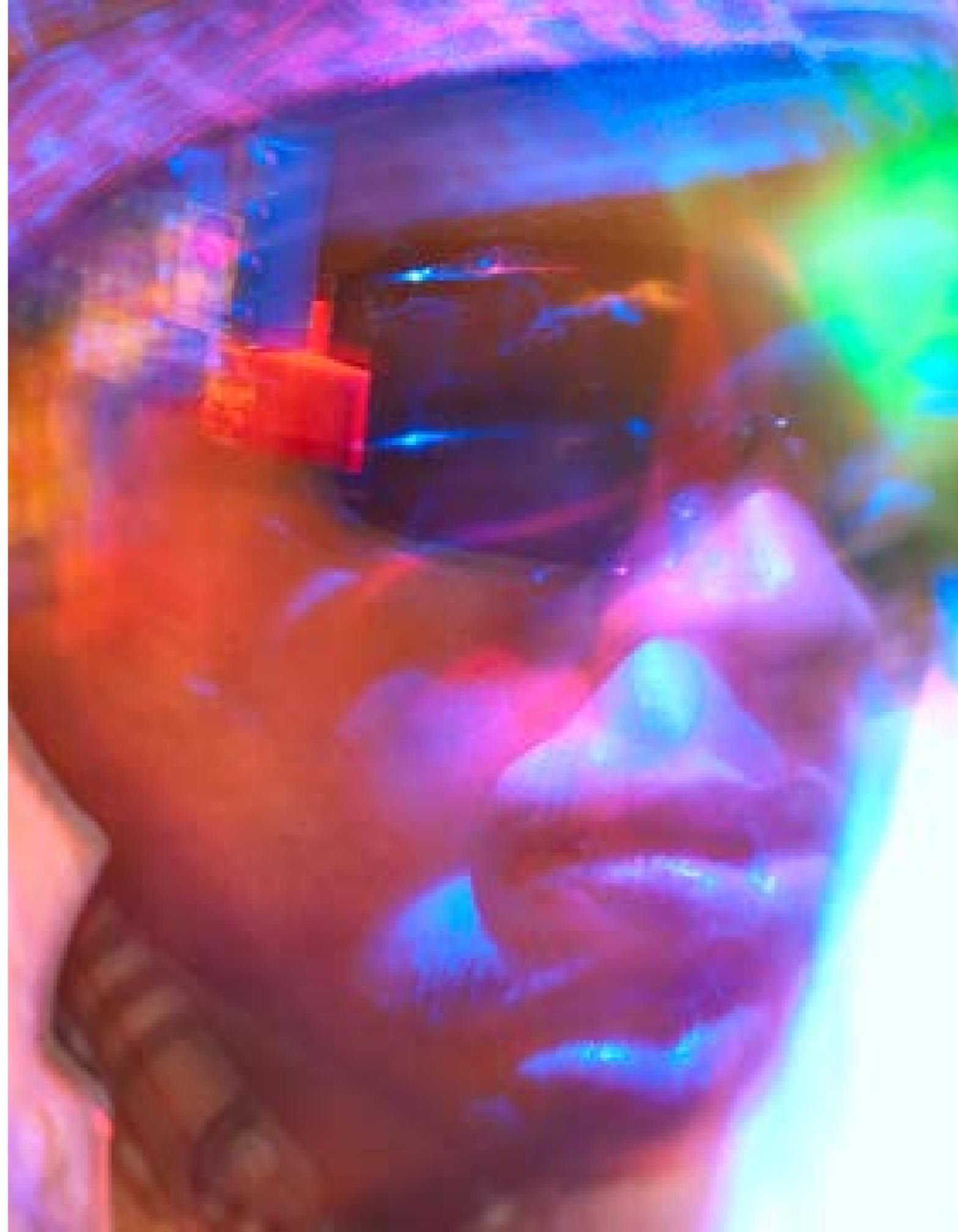
A very special passion project.

Creation of website, logos, brand identity, event flyer's and marketing assets.

Resident DJ and curator of a bi-weekly franchise event catering to a new sonic society.

Locations in Hollywood CA. Philadelphia PA. and Richmond VA. with France and Tokyo in the works.

Resident talent: Dibiase, Pudge, Knxwledge, Mndsgn, Devonwho, Suzi Analog, Jamerson, Mir, Gumby, Ahnuu, C.Pablo, Mike Soops & Jordan Rockswell, RIP Waverson.



2013

 beats by dr. dre.

DETAILS

Creation of digital marketing assets and display signage. (Pre apple acquisition.)
Commissioned by Aquent Studios.



2021



DETAILS

Consulting and creation of webshop and photo editing for self care beauty and wellness product line.
Commissioned by independent female business owner Jane Nguyen.



2002

BLACK SHAKESPEARE
& T H E O N E L O V E

DETAILS

DJ/Turntablist for a live band.

Featuring Raymond Rose on drums, Will Mack on bass, Marc Black on guitar, Kevin Suarez on Keys,
Jennifer Johns on backup vocals and Black Shakespeare on main vocals.

Black Shakespeare is a co-founder of LA's iconic I&I Sound System and The Chocolate Bar nightclub.

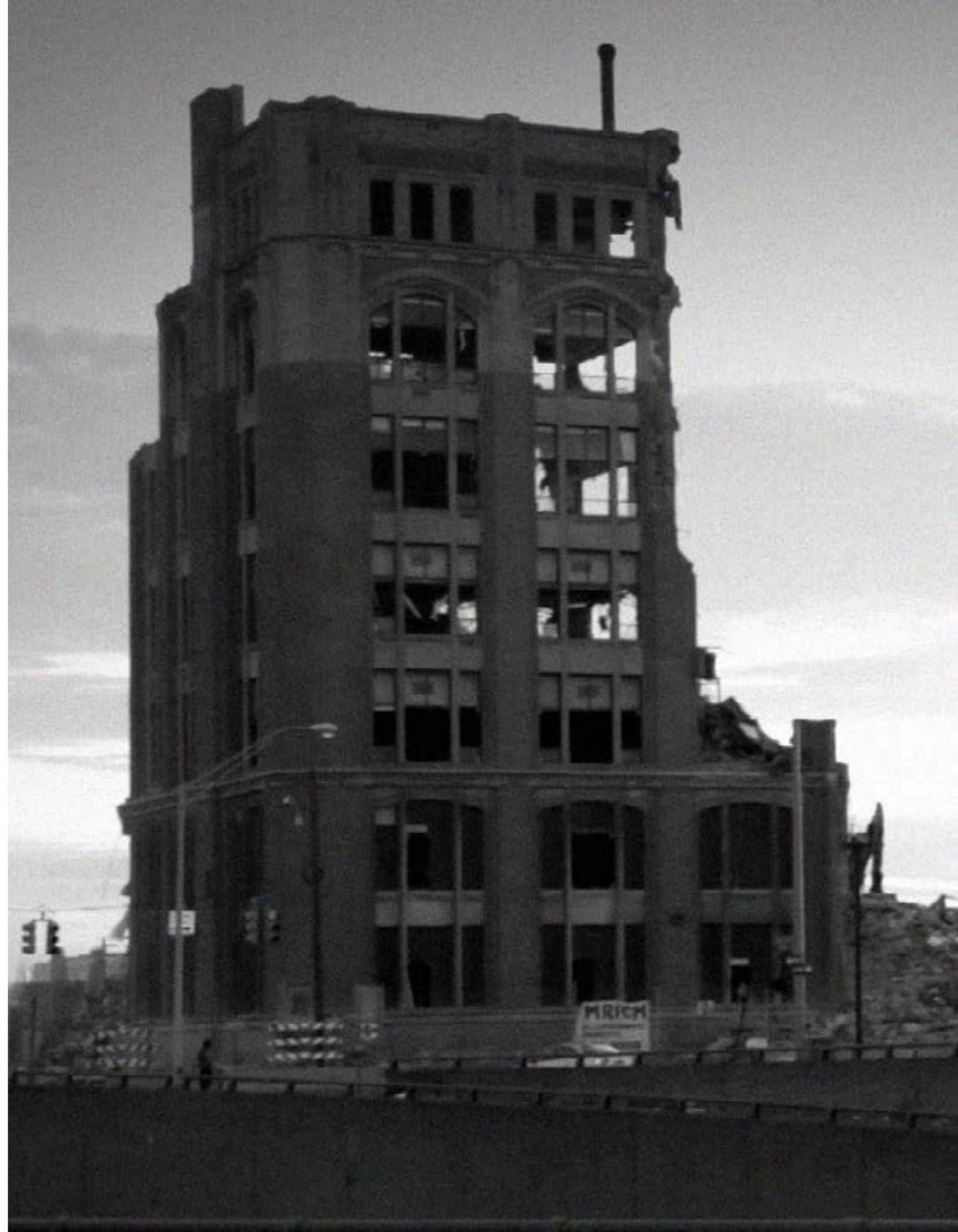


2012



DETAILS

Creation of a video content focused website that showcases Detroit music along with J Dilla exclusives.
Commissioned by owner Robert O'Bryant aka Waajeed through Kenny Fresh at Fresh Selects.

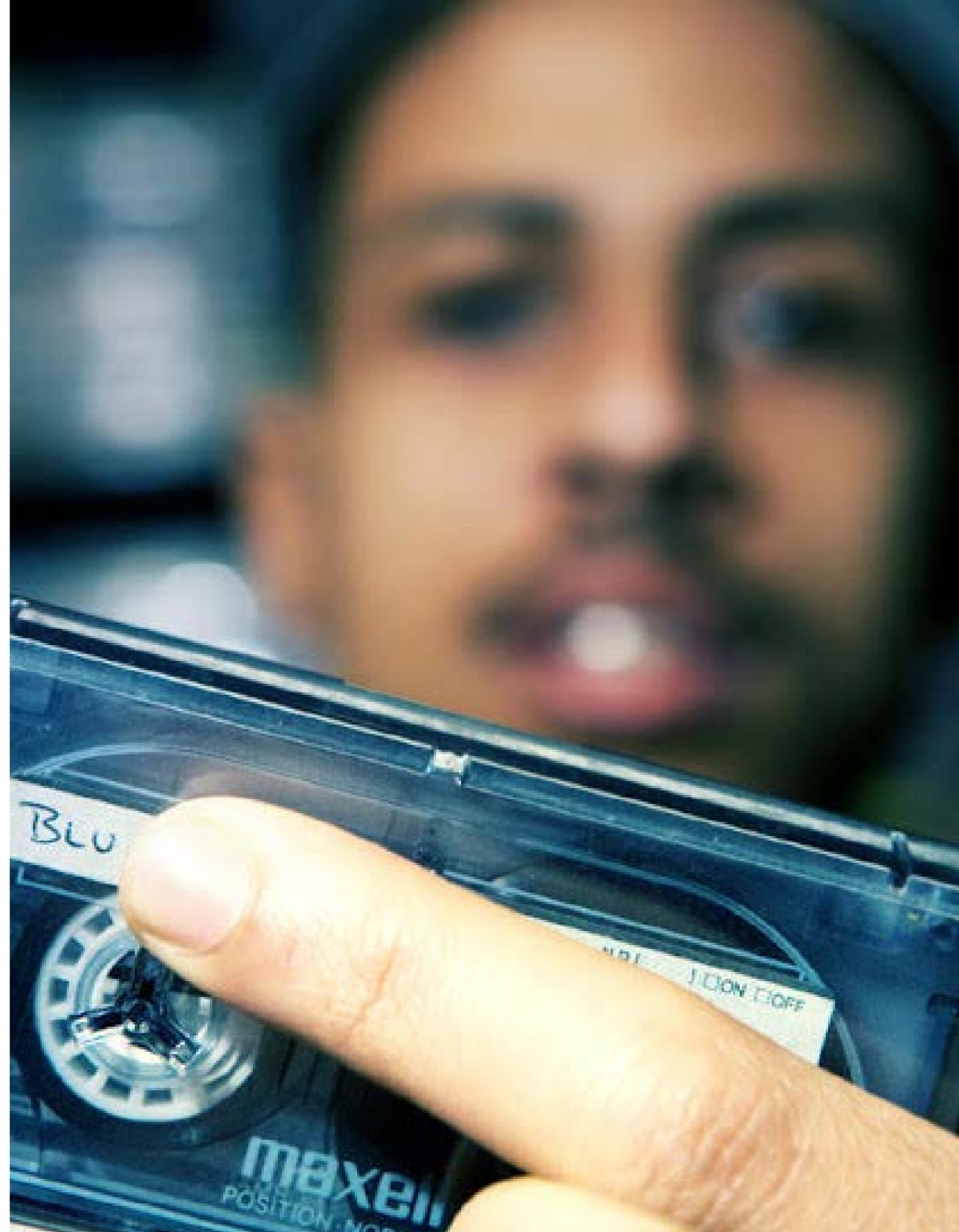


2004

BLU

DETAILS

Recording, editing and mixing tracks for hip hop recording artist John Barnes aka Blu and his most well known collaboration under Blu & Exile and his duo project Johnson&Jonson with Mainframe. Commissioned throughout the early years by Sound in Color, Operation Unknown Records, New World Color, Tres Records and Nature Sounds through Jon Ancheta at Mainframe Studios.

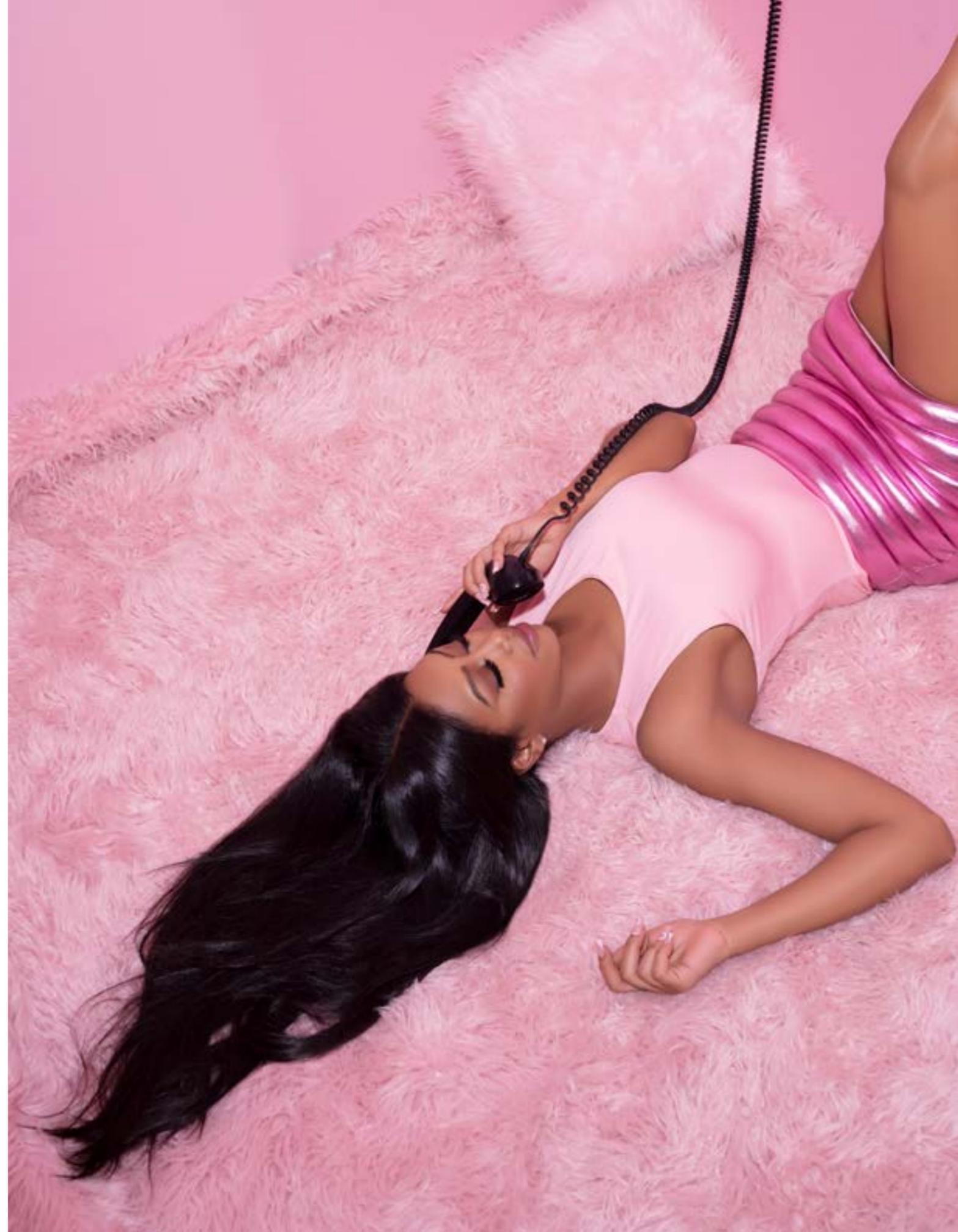


2022

**Bombula
Bundles**

DETAILS

Creation of a webstore for a womens hair extension line located in the metro Atlanta area.
Commissioned by owner Sefora Adhanom through Suzan "Semii" Gebreyonas of Face2Face Media.

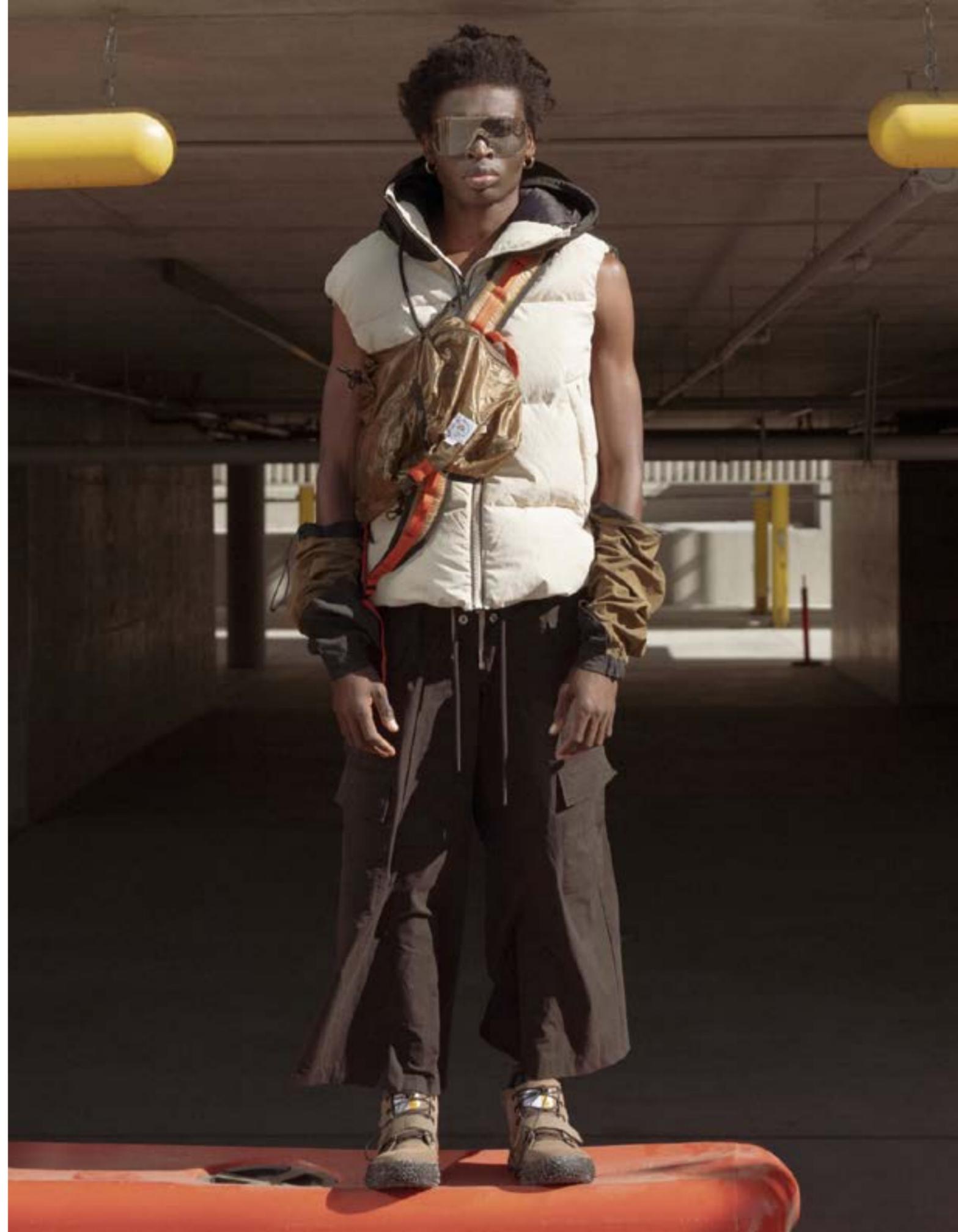


2023



DETAILS

Re-Brand and Re-Creation of the webstore for an independent footwear and apparel line. Commissioned co-owner Billy Dill. Partnered and executed with affiliated group agency L'Étude. This project was featured for best storefront on storefront.design december 2023.



2017



DETAILS

Re-brand and Re-creation of website/shop, photo editing, graphic design, digital marketing and consulting for made in USA apparel manufacturer and supplier. Currently a new webstore project in the works to merge all Brents apparel divisions over to Brents Warehouse. Brents is known to be the original apparel manufacturer for Supreme in the early 90s.

Commissioned by owner Stephen Brents through his nephew Aaron Brents.



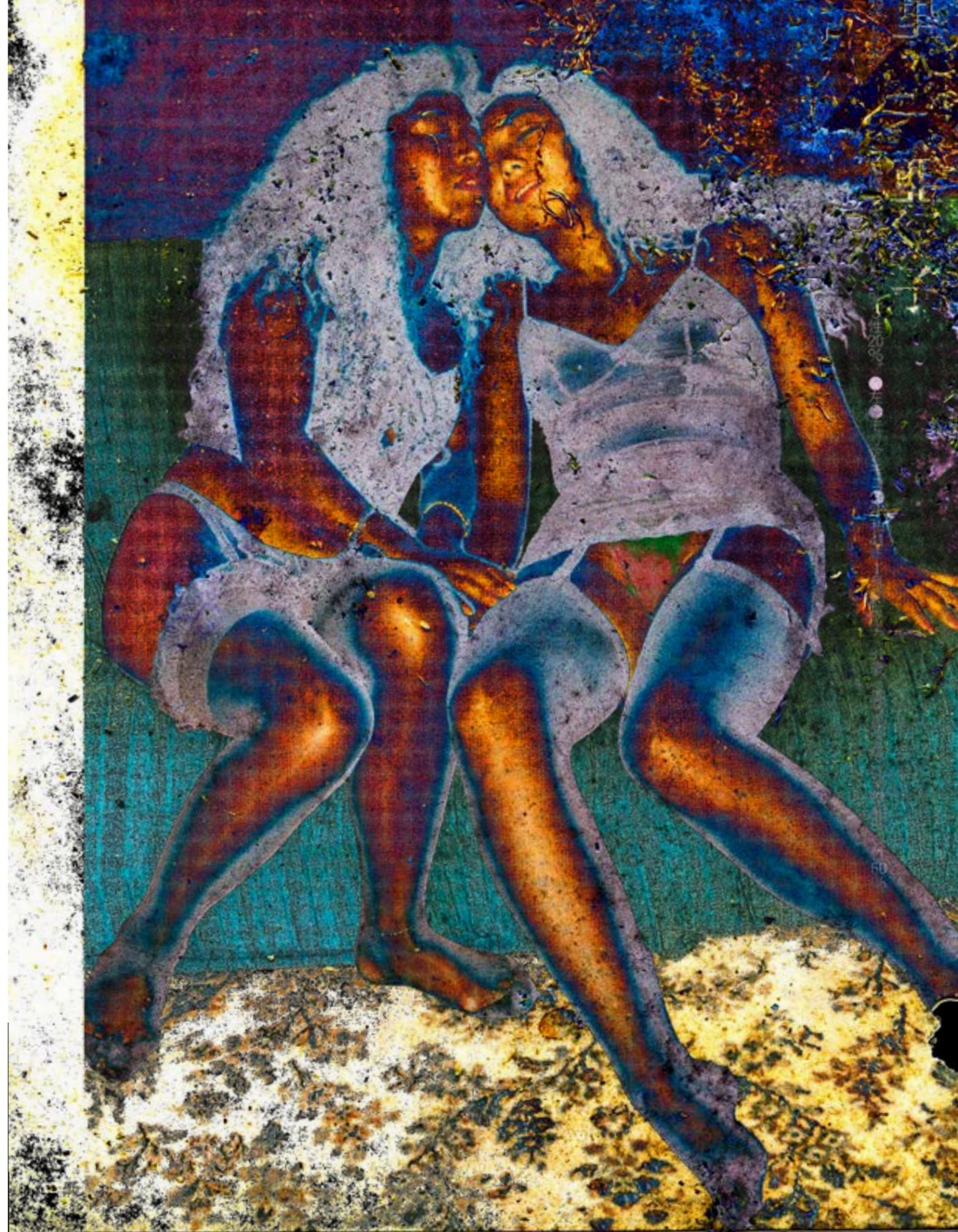
2016



DETAILS

Consulting, web/graphic design, layout and print support for Japan based record label and creative book publication line known as Brrwd.

Commissioned by owner and producer/photographer Chad Imes aka Repeat Pattern.



2024

CW RACING®

DETAILS

Re-brand and Re-creation of the webstore, photo editing, graphic design, digital marketing and consulting for USA made apparel and competition bmx bikes and parts manufacturer.
Commissioned by creative director and special projects manager Sal Barbier.



2011

T E Q U I L A
DELARIVA™



DETAILS

Creation of the logo, brand identity, website, marketing assets, collaterals, packaging and bottle designs for a premium tequila company with añejo, reposado and blanco profiles. Commissioned by family business owner Karina De La Riva. Made in Jalisco Mexico.



2005



DETAILS

Digitizing, encoding, transcoding, concatenating disclaimer intros and quality control of major studio catalogue into Video on Demand movie titles for major streaming services such as Netflix and Amazon.

Full time Video Technician and QC Manager in the DTO department under Diane Burwik.



2019

DEVIN
MORRISON

DETAILS

Artist development, consulting, logo creation, branding, video editing, album cover designs, graphic design and photo editing for songwriter and recording artist Devin Morrison.



2007

DIM
MAK

DETAILS

Accomplishing various full time daily tasks as the Brand Manager and Art Director for the brands entire merch and apparel collection line as well as handling logistics and back end operations. On site full time employee commissioned by owner Steve Aoki under CFO Michael Dutcher.

DIM MAK COLLECTION
BY ANY MEANS NECESSARY

STEVE AOKI WEARING THE RETROSPEC. TEE / CORY KENNEDY WEARING THE PILLOWFACE TEE. AVAILABLE AT DIMMAKCOLLECTION.COM



2006

**DIME
PIECE**

DETAILS

Silent partner and launching investor as well as Brand Manager and Consultant for a female empowered street wear line. Creation of logos, brand identity, graphics, website, collaterals, marketing assets and photo editing. From an idea to full fledge start up out of my apartment.

Initial 2 year partnership with co-owners Laura Fama and Ashley Jones.



2007



DETAILS

Creation of logo, brand identity, graphics, website, print collaterals, photo editing and consulting for well known celebrity DJ Rashida with a long list of clients such as Prince, Bruno Mars, Pharrell, etc. Also creative support for her weekly residency at Chateau Marmont called Le Mirrors. Commissioned by long time friend Rashida Robinson.

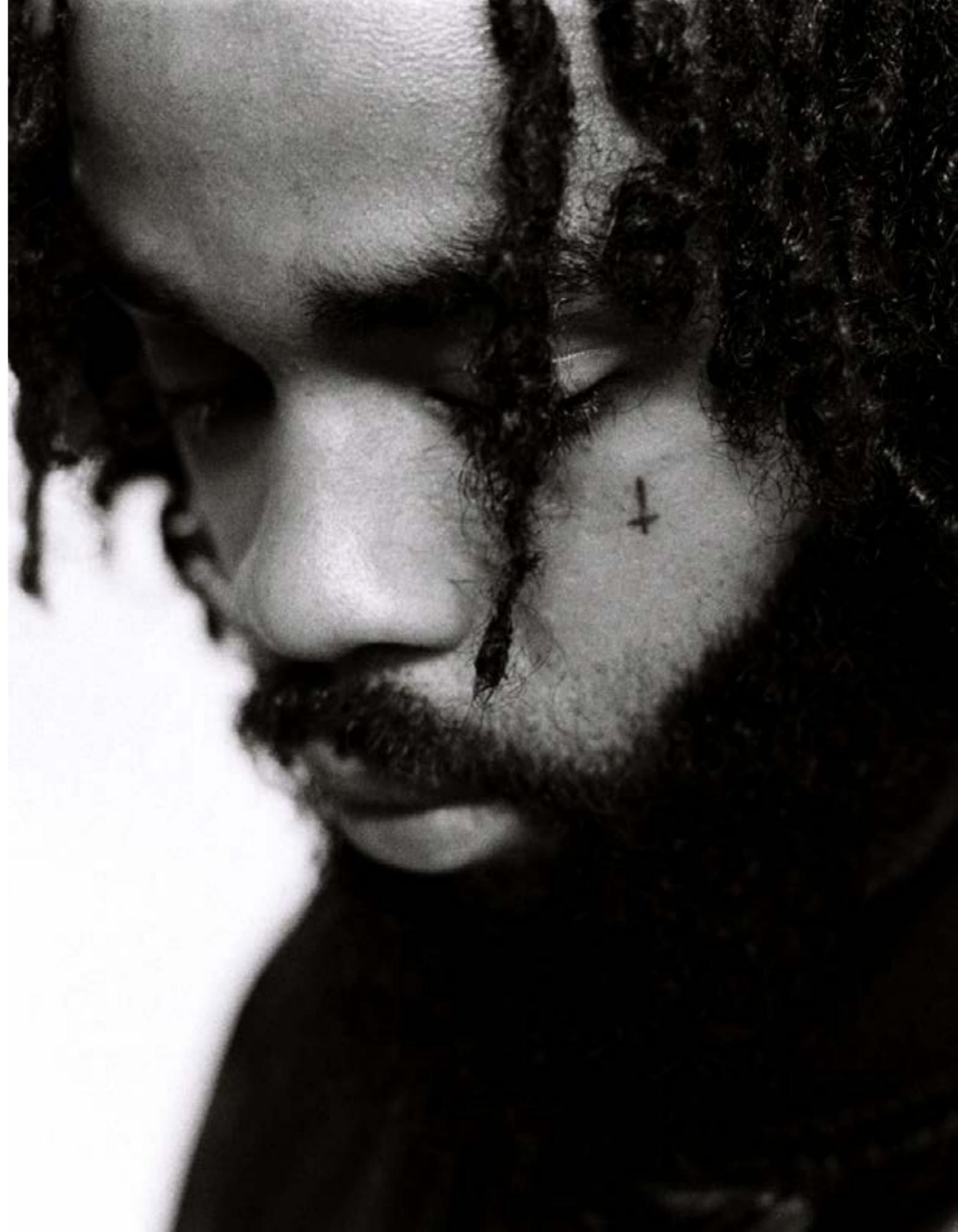


2022

FLY ANAKIN

DETAILS

Creation of webstore for recording hip hop artist Fly Anakin of Mutant Accademy.
Commissioned by Daniel Horitz at Lex Records through Shane Sakanoi at Field Left Mgmt..



2010

FOUR TWO FOUR
ON
FAIRFAX

DETAILS

Creation of logo, graphics, webstore, print collaterals and photo editing for high end street wear line along side their Sneaker Crowns product line at their brick and mortar location 424 Fairfax, Ca. Commissioned by owner Guillermo Andrade and Katrina Sirdofski from start up.



2023

FUTURE WITHOUT FEAR

Art + Culture Exhibit Boutique

DETAILS

Creation of webstore for a non profit community based art and culture exhibit product line.
Commissioned by Rob English and Jean Marc Virard for The Work agency.



2007



DETAILS

Creation of website for producer GB aka Gifted and Blessed, Frankie Reyes, Julian Abelar, The Reflektor, The Abstract Eye, and one half of The Steoples. Now signed with Stones Throw Records. Commissioned by Gabriel Reyes-Whittaker (GB) through Sound in Color.



2008

GONJASUFI

DETAILS

Creation of logo, graphic design and photo editing for recording artist Gonjasufi aka Sumach.
Commissioned by Warp Records recording artist Sumach Ecks through Mainframe Studios.



2010



DETAILS

Production designer for Guitar Center product line for digital assets, catalogue, and marketing material.
Temporary full time at corporate headquarters commissioned by Aquent Studios.



2022



DETAILS

Creation of logo and brand identity for a vacation rental business located in Idyllwild Ca.
Commissioned by owner Linda Nguyen of Love Made.



2022

IGNORED PRAYERS

DETAILS

Consulting and creation of webstore for Los Angeles based street wear line.
Commissioned by owner Scott Tepper.

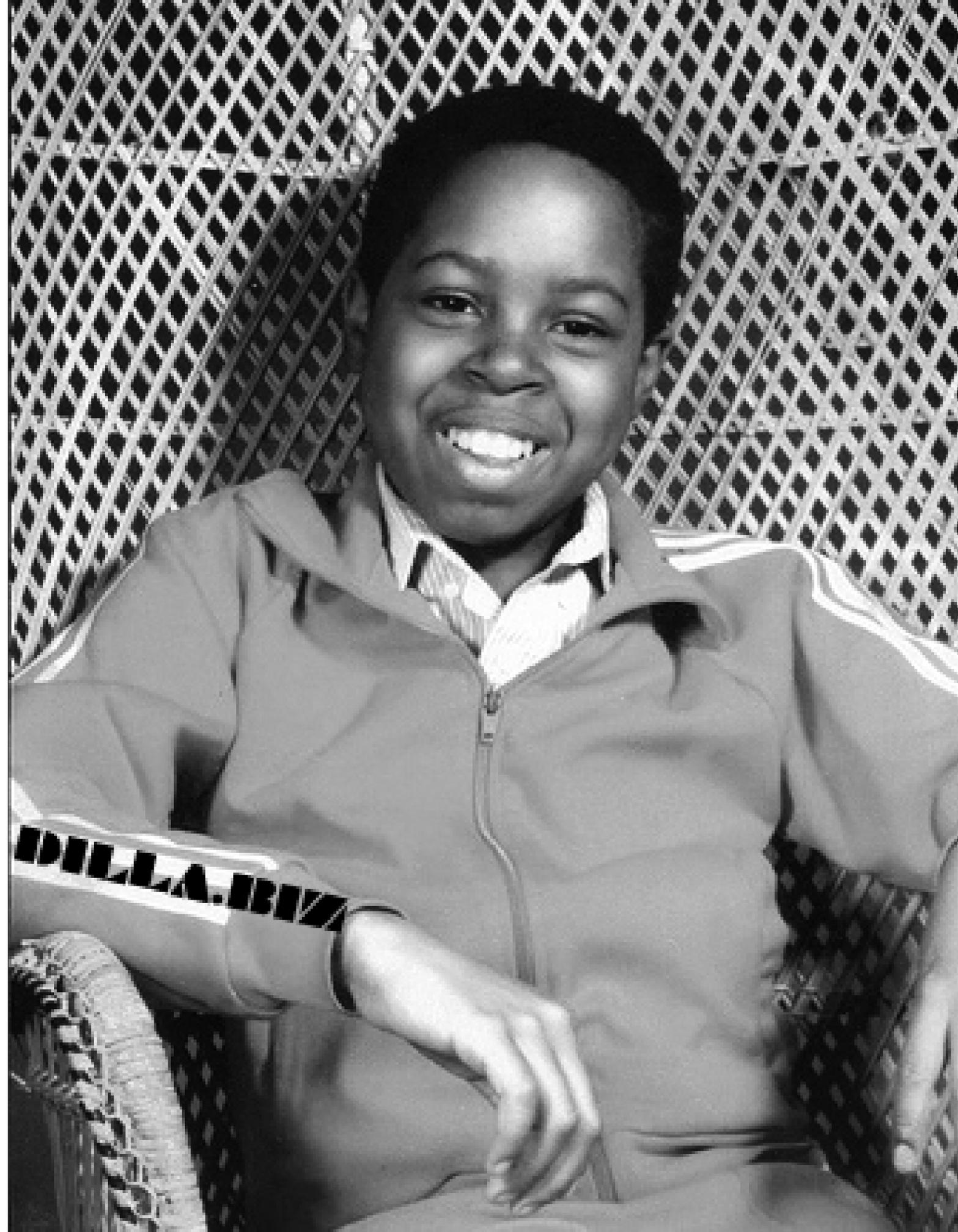


2006

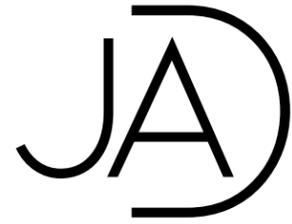
DILLA

DETAILS

Recording, mixing and editing of audio tracks on the original Jay Love Japan album from OX Records as well as the creation of the official J Dilla tribute website dilla.biz. RIP James Yancey. Commissioned by Ma'Dukes Music through Jon Ancheta for Operation Unknown Records..



2019



DETAILS

Creation of the logo, brand identity and website for interior architecture designer Jennifer Austin. Commissioned by owner Jennifer Austin through team member designer Lynn Krusell.



2010

KNXW

DETAILS

Artist development and consulting for Grammy winning producer Knxwledge.
Commissioned by Glen Booth for Klipmode records and also room mates for 8 years.



2017



DETAILS

Creating video and static digital marketing assets for website and ad banners.
Commissioned by Aquent Studios.



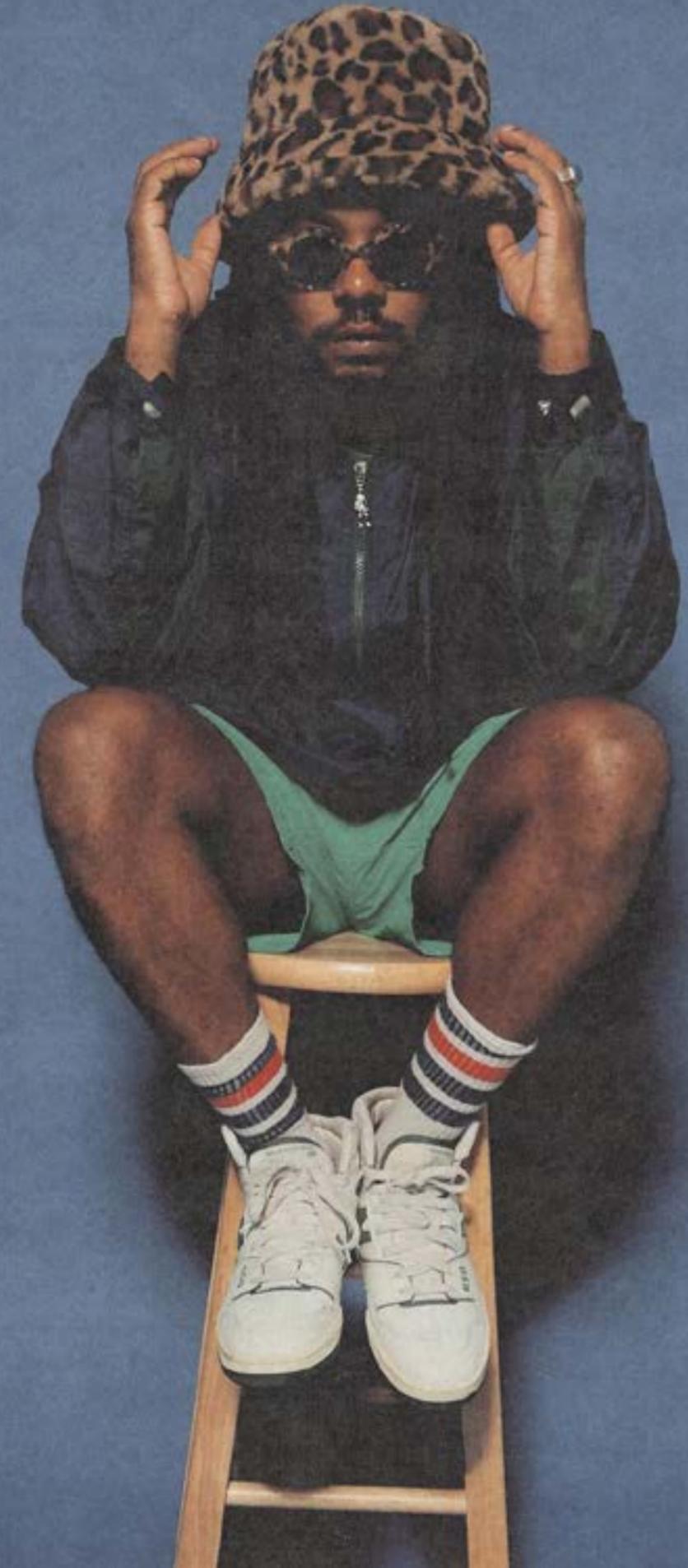
2006

L I K E

DETAILS

Consulting and art direction for 3x Grammy nominated producer, rapper, songwriter and DJ Like aka Likewise of the hip hop Group Pac Div. From personal to professional support. Also art direction support for his Vinyl Vineyard weekly event and his independent record label Squatch Records.

Commissioned by Gabriel Stevenson for Squatch Records, Vinyl Vineyard and Pac Div.



2019



DETAILS

Consulting, graphic design and website creation for womens lifestyle brand, events company, creative service company and non profit womens networking series seminars.

Commissioned by owner Linda Nguyen.



2014

MED

DETAILS

Consulting and website creation for hip hop recording artist M.E.D. aka Medaphoar.
Commissioned by Nick Rodriguez for Bang Ya Head Entertainment.



2010

M E G C U N A [™]

DETAILS

Consulting, creation of logo, website, photo editing and book layout for fashion style director/stylist Meg Cuna. Also art direction support for her New York based independent lingerie line Cuna Lingerie. Commissioned by Meg Cuna. Forever long time personal friend and art director for all her projects.

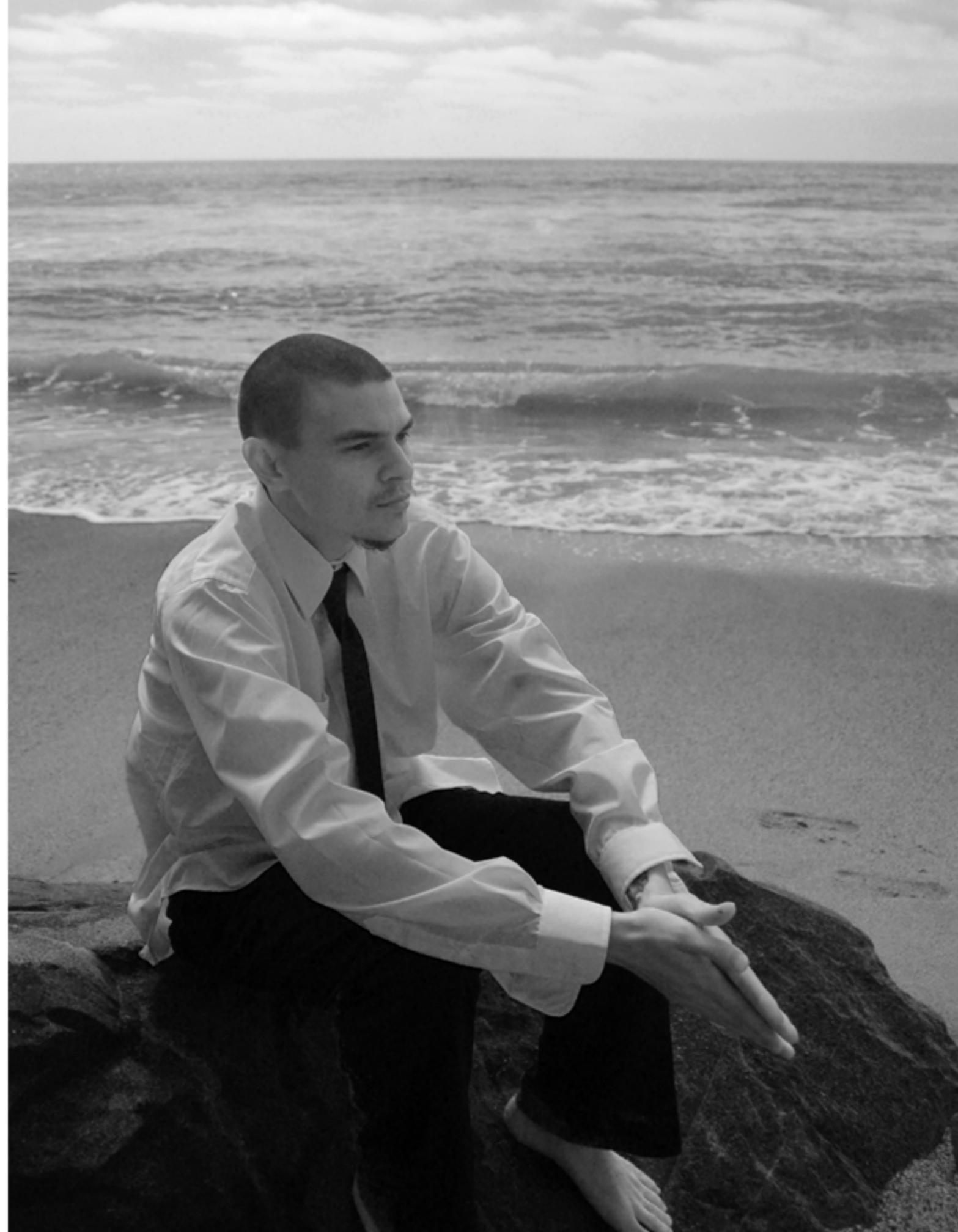


2007

Mestizo

DETAILS

Creation of album art and graphic design for hip hop recording artist Mestizo.
Commissioned by Jeremy Catolico for Galapagos4 Records.



2006

MIGUEL

DETAILS

Recording, mixing and editing of RnB Recording artist Miguel.
Commissioned by Miguel Jontel Pimentel for Jon Ancheta at Mainframe Studios.



2008

Mike
York

DETAILS

Creation of webstore, graphics and video editing for pro skater Mike York.
Commissioned by Michael Ruben York for Turf and Roller Horror. Also my room mate for a few years.



2008

MNDSGN

DETAILS

Artist development, consulting and creation of webstore and graphics for producer, songwriter, recording and performing artist Mndsgn. One of my best friends and all around greatest person. Commissioned by Ringgo Ancheta for Klipmode and Stones Throw Records.



2008

MSTRKRFT

DETAILS

Creation of album cover design for DJ's and EDM music production duo Mstrkrft.
Commissioned by Steve Aoki for Dim Mak Records.



2016

Nestlé®

DETAILS

Production artist and Art Director of print assets and packaging of Nestle line of consumable products.
Temporary full time employment with ICON Nestle Creative Group through Aquent Studios.



2017



DETAILS

Creation of global street style guide presentation deck for internal usage only.
Commissioned by style director Meg Cuna for Nike corporate.



2020

ORIANA[™]
L I F E S T Y L E

DETAILS

Consulting and creation of logo, identity, webstore, graphics and photo editing for Italian made womens line based in Los Angeles. Also the same for B2B wholesale sister company Milio Milano.
Commissioned by owners Michelle Ratmanski and Ilan Radovitsky for Venti6.



2009



DETAILS

Recording, mixing and editing of audio tracks for hip hop group Pac Div aka Pacific Division.
Commissioned by Gabriel Stevenson through Jon Ancheta at Mainframe Studios.



2010



DETAILS

Creation of webstore for high end hand crafted military grade bison leather accessories line.
Commissioned by owners Jason Jones and Mike Feldman.



2019



DETAILS

Print collateral support and creation of static and animated logo for a Tokyo based record label.
Commissioned by owner Rydell Green aka Fitz Ambro\$e.

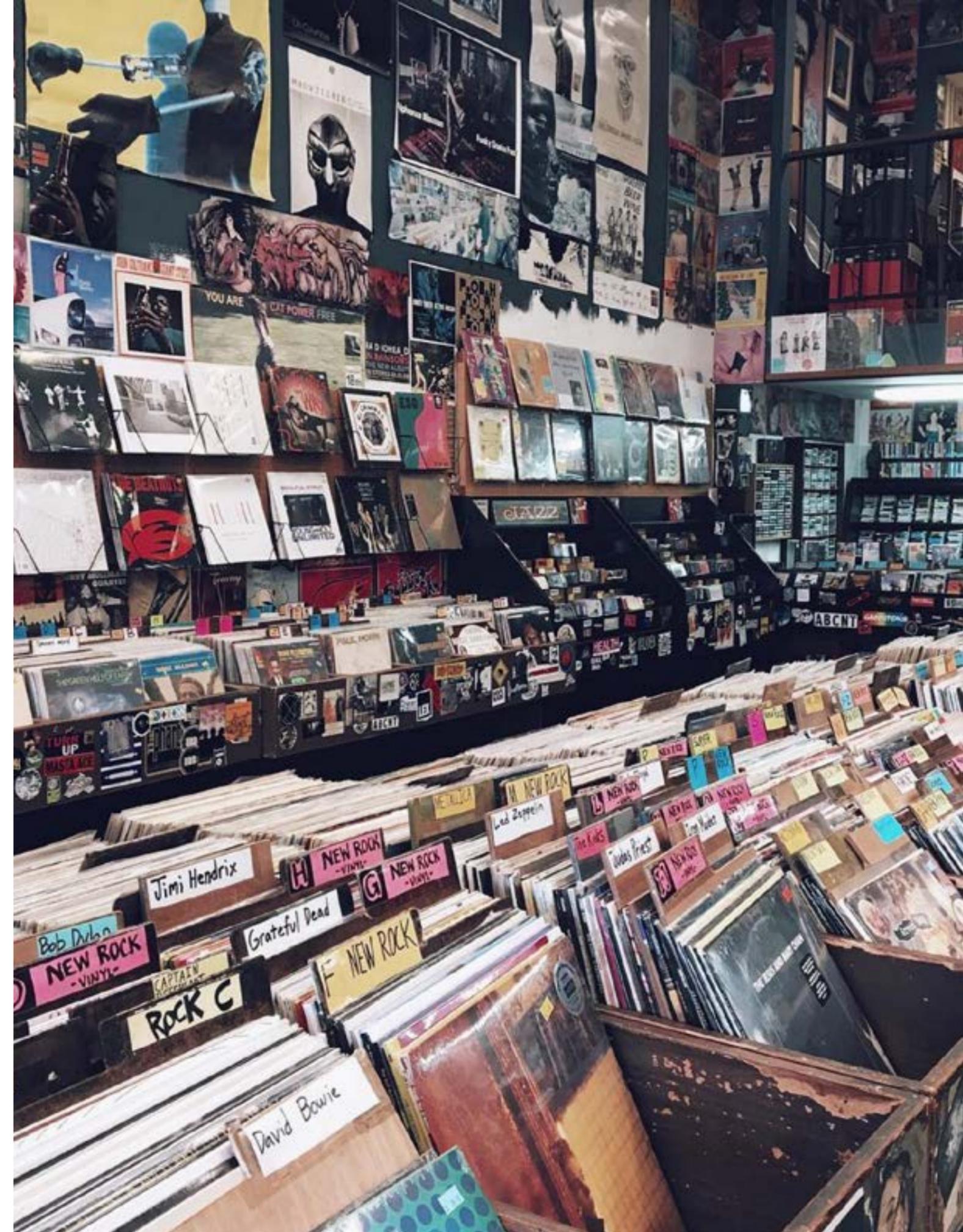


2023

P.O.B.A.H

DETAILS

Creation of accessibility compliant website for independent music shop located in Pasadena Ca.
Commissioned by owner Ron Stivers. RIP Ras G.



2016

POWER PLANT
MOTORCYCLE CO.

DETAILS

Creation of webstore for Los Angeles based motorcycle garage and apparel shop on Melrose Ave.
Commissioned by owner Yeniv Evan through marketing director Chris Garcia.
RIP Adam Jacobson and Chris Garcia



2013

**PREFUSE
73**

DETAILS

Creation of logo, website and album cover for independent record label Yellow Year by Prefuse 73.
Commissioned by co-owners Guillermo Scott Herren and Angel Ceballos.

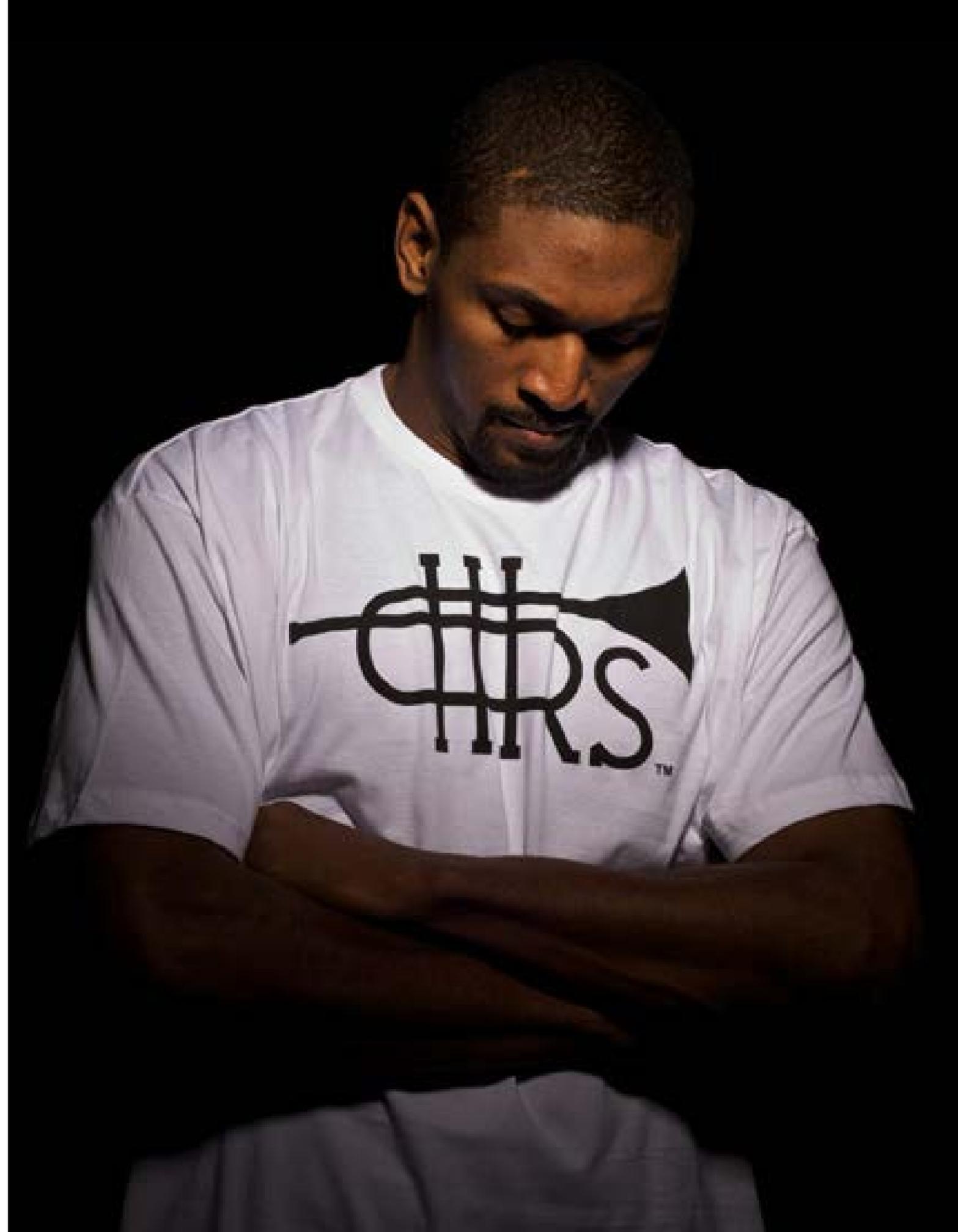


2008



DETAILS

Creation of logo, brand identity, website and graphic designs for street wear clothing line Rich Soil by Los Angeles Lakers 2x NBA champion Lamar Odom. The best sixth man in the league. Commissioned by Lamar Odom through Creative Director/Designer Jonathan Garcia.



2024



DETAILS

Creation of webstore for signature SLB skate and apparel shop by pro skater Sal Barbier.
Commissioned by Salvador Lucas Barbier.



2018



DETAILS

Creation of website and graphics for radio station and new media distribution, A&R, Management company by Kyambo "Hip Hop" Joshua formerly of Rocafella Records.

One of the most impactful A&Rs in rap music history.

Commissioned by Kyambo Joshua. Good friend and room mate in Los Angeles.



2022

S E T S S W I M

DETAILS

Consulting and creation of website, graphic design, photo editing, and print collaterals for a New York based independent womens swim wear line owned by Hana Feldman and Madison Green. Commissioned by co-owner Hana May Feldman through Scott Tepper for Tropical Unlimited.



2003



DETAILS

Community manager Handling day to day tasks, street team and digital marketing for an independent record label located in the same warehouse as Kajmere Records in Los Angeles before they relocated to Long Beach with all different employees. Owned by Chanshine Nabangxang and Lewis Yakich. On-site full time employee under Diego Carlin and Jon Ancheta. RIP Lewis Yakich.



2013

Y SCM

DETAILS

Creation of website for independent hip hop record label Street Corner Music by DJ House Shoes.
Commissioned by owner and good friend Michael Buchanan.



2009

TERESA HERRERA

DETAILS

Creation of logo and website for TV personality and model Teresa Herrera. Also art direction support for her creative service company Collective 88 based in the Philippines. Commissioned by Teresa Herrera through style director Meg Cuna.



2009

T\$Δ

DETAILS

Consulting and creation of website, graphic designs, photo editing and apparel production tech packs for the T\$A Vision line by fashion icon and hip hop producer Taz Arnold. Also some mixing and editing of music tracks for Sa-Ra Creative Partners under Taz and Shafiq at thier Silverlake Studio Crib. Commissioned by Taz Arnold for T\$A and SRCP.



2017

*Uncle
Paulie's*

DETAILS

Consulting, creation of website and graphic design for independent sandwich shop/restaurant by Uncle Paulie and Jon Buscemi. Version 1, 2 & 4 websites and Version 2 webstore.

From 1 location on Beverly Blvd in West Hollywood to 3 more and growing.

Commissioned by co-owner Paul James through Chris Garcia for All Blocks Covered. RIP Gark



2009



DETAILS

Community management, webstore management, web design, photo editing and digital marketing for Los Angeles based footwear and athletic street wear brand as well as exclusive sneaker retailer located at the flagship La Brea location before the relocation to downtown Los Angeles. Full time employment commissioned by co-owners Eddie Cruz and James Bond through art director Kyubum Lee and operations manager Jupiter Desphy. Before the partnership with Eric Peng Cheng.



2013

Westfield

DETAILS

Senior art director for in house agency Westfield Brand Studio which exclusively supports all Westfield corporate and center level creative needs. Westfield is a \$64 billion dollar global retail leasing company with shopping centers located worldwide. Its origin comes from Australia and is now under new ownership with the Brand Studio no longer existent and properties closing down.

On-site full time employment commissioned by Aquent Studios.





ALSO KNOWN AS

nitro, sooperfresh, soops, mike soops



MISSION STATEMENT

With the audio and visual background I possess, my skills span a wide range from strategic direction and consulting to hands-on technical execution. I bring a wealth of expertise and professionalism acquired over many years, making me well-equipped to fulfill various roles within my provided services. I am also very rich in culture and plan to contribute my innovative influence to the advancement of the creative communities within my surrounding urban landscape. I carry a diverse palette that has a long track of contributions to the culture within many forms that has continued to shape American pop culture today. I intend to utilize my vast network and deep connections to enrich the culture in Tokyo with my Los Angeles roots and continue to advance my career and influence as well as pursue a better quality of life for a long and prosperous future.

私のオーディオとビジュアルの背景により、私のスキルは戦略的ディレクションやコンサルティングから実践的な技術実行まで多岐にわたります。私は長年にわたって培った豊富な専門知識とプロフェッショナリズムをもたらし、提供するサービス内でさまざまな役割を果たす能力を十分に備えています。私は文化的にも非常に豊かで、周囲の都市景観内の創造的なコミュニティの発展に革新的な影響力を提供するつもりです。私は、今日のアメリカのポップカルチャーを形成し続けているさまざまな形で文化に貢献してきた多様なパレットを持っています。私は自身の広大なネットワークと深いつながりを活用して、ロサンゼルスにルーツを持つ東京の文化を豊かにし、キャリアと影響力をさらに向上させ、長く豊かな将来に向けてより良い生活の質を追求し続けるつもりです。

翻訳機のミスはご容赦ください。

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