

Karen Pham is a Los Angeles based designer and art director with 5 years of experience working with brands like Target, Google, and JCPenney.

SAY HELLO

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## EXPERIENCE

### Senior Designer at Deutsch

March 2019 to Present - Los Angeles

### Designer at Deutsch

June 2017 to Feb 2019 - Los Angeles

Currently building digital experiences, brand identity, and 360 campaigns for clients that include Target and Google.

### Associate Creative Content Producer and Designer at Brit + Co

Aug 2016 to Jun 2017 - San Francisco

Worked with a team of sales planners, marketing experts, photographers, and content creators to shape the look and feel of branded partnership content for clients like JCPenney, All Fresh Clean Essentials, Johnson & Johnson, and Cupcake Vineyards.

### Freelance Designer & Art Director

March to July 2016 - Los Angeles

Collaborated with a variety of art directors, marketers, and storytellers to create branding/marketing collateral for clients like Beyond Yoga, The Honest Company and FEM Marketing.

### Designer at Syndctd

July 2014 to Feb 2016 - Los Angeles

Designed websites, art directed and produced marketing content and campaigns for brands such as Miss Me Jeans, Schwarzkopf Professional USA and Flower and Thorn.

## SKILLS

### Programs

InDesign, Photoshop, Illustrator, Keynote, Google Slides

### Platforms

Squarespace, Wordpress, Shopify

### Additional Languages (conversational proficiency)

Cantonese, Mandarin, Vietnamese

### Other

Wireframing, Storyboarding, Lettering, Xacto Knife

## EDUCATION

### The Design Kids Bootcamps

February 2019 - Sri Lanka

### University of Southern California

May 2014 - Los Angeles

B.A. in Art (Design & Photography)

Minor in Web Development

Presidential Scholar

### USC iPodia Program

Spring 2013 - South Korea

A "classroom-without-borders"

initiative with students from Korea, Israel, China, and Germany

### Nottingham Trent University

July 2012 - United Kingdom

Summer program focused on the arts, offered and funded by the US-UK Fulbright Commission

## REFERENCES

### Greta Mantooth

Design Director at Indeed

### Alex Moroch

Founder and CEO at FEM Marketing

### Ashley Perlman

Director, Creative Production at Brit + Co

Additional contact details available upon request.