

Karen Pham is a Los Angeles based designer and art director with over 7 years of experience working with brands like Walmart, Target, Google, and JCPenney.

SAY HELLO

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EXPERIENCE

Associate Design Director at Deutsch

Mar 2021 to present - Los Angeles
Currently building digital experiences, brand identity, and 360 campaigns for clients that include Walmart, Google, and Dr Pepper.

Senior Designer at Deutsch

Mar 2019 to Feb 2021 - Los Angeles

Designer at Deutsch

June 2017 to Feb 2019 - Los Angeles

Associate Creative Content Producer and Designer at Brit + Co

Aug 2016 to Jun 2017 - San Francisco
Worked with a team of marketing experts and content creators to shape the look and feel of branded partnership content for clients like JCPenney 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, Adobe XD, 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.