

Karen Pham is a multidisciplinary designer and art director with nearly a decade of experience working with brands like Walmart, Target, Google, and JCPenney.

SAY HELLO

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(she/her)

EXPERIENCE

Associate Design Director at Deutsch
Mar 2021 to present - Los Angeles

Currently building digital experiences, brand identity systems, and 360 campaigns for clients like Walmart, Petsmart, 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 - SF

Wrote, designed, and created branded partnership content for clients like JCPenney and Cupcake Vineyards.

Freelance Designer & Art Director
March to July 2016 - Los Angeles

Collaborated with art directors, marketers, and storytellers to create branding and marketing collateral for clients like Beyond Yoga and The Honest Company.

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

Expertise
Design Strategy, Mentorship, Leadership, Systems Thinking, Responsive Design, Retouching

Programs
Adobe CC, Keynote, Figma, Google Suite, Microsoft Office

Platforms
Squarespace, Wordpress, Shopify

Additional Languages (conversational proficiency)
Cantonese, Mandarin, Vietnamese

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 for the arts, funded by the US-UK Fulbright Commission

REFERENCES

Jean-Lou Renoux
Director of Visual Design at Carvana

Greta Mantooth
Design Director at Indeed

Alex Moroch
Founder and CEO at FEM Marketing

**Additional contacts available upon request.*