

ANN PHAM

PORTFOLIO

WWW.ANN-PHAM.COM

CONTACT

CELL: 909-202-7370 (TEXT OK)

EMAIL: ANNPHAM.DESIGN@GMAIL.COM

EDUCATION

CSU FULLERTON | 2011 - 2016

BACHELOR OF ARTS IN

COMMUNICATIONS, ADVERTISING

PROGRAMS

- ADOBE
 - PHOTOSHOP
 - ILLUSTRATOR
 - INDESIGN
 - XD
- FIGMA
- PROCREATE
- KEYNOTE
- KLAVIYO
- SHOPIFY
- MICROSOFT SUITE
- GOOGLE SUITE

SKILLS

- TYPOGRAPHY
- PHOTO/COLOR RETOUCHING
- COLOR THEORY
- MARKETING
- EVENT LOGISTICS
- CREATIVE THINKER
- STRONG COMMUNICATOR

WORK EXPERIENCE

YMI JEANS

LEAD GRAPHIC DESIGNER | SEPT 2022 - CURRENT

- Lead art direction for email, social media, and website assets to ensure brand consistency and engage consumers effectively across multiple media platforms
- Conceptualize ad variations for testing purposes, utilizing data and analytics to guide design decisions and optimize performance
- Create files in various formats for various channels, ensuring accuracy and compliance with technical requirements and accessibility standards
- Regularly update Shopify site and perform image maintenance to ensure a seamless user experience

FREELANCE DESIGNER

DESIGNER | MAY 2022 - CURRENT

- Prepare creative concepts and present ideas to the marketing and creative team, contributing to brainstorming sessions and strategic planning
- Consult with clients on the project deliverables and provide appropriate graphic design options based on client goals
- Provide identity packages to establish client's brand identity and visual representation
- Manage up to 3-4 projects at a given time and meet deadlines

LIL MEOWY CO

ART DIRECTOR & LEAD DESIGNER | JULY 2020 - CURRENT

- Adopt a mobile-first mentality in all elements of design reviews and final creative, prioritizing responsive design and user accessibility
- Design and produce products while fostering an active community on multiple social platforms, as well as in-person industry events that increase digital traffic and eCommerce sales
- Create promotional assets, which include video production, editing, and GIFs to support overall content strategy, growing social media presence significantly with a growth of 623% over a two-year period

SUGARLIPS APPAREL

GRAPHIC DESIGNER | JUL 2016 - OCT 2017

- Collaborated with the Art Director and UX Designer to plan and execute the creative vision on eCommerce site and digital wholesale platforms
- Created collateral materials such as flyers, postcards, email campaigns, and social media content
- Managed and maintained the quality of design throughout all phases of the project