Quan Pham

quanpham.me   q.phamx@gmail.com   /in/quanhpham

Education

University of Southern California
B.A. in Media Arts and Practice

Experience

Harper + Scott   06/2024 - Present
Junior 2D Designer

Developing original product, packaging, and print materials for clients such as Coca-Cola, American Eagle, Delta, and Welch's. Creating brand identities for capsule merchandise collections. Driving project closures that generated over $1M in revenue by designing polished presentation/concept decks.

Warner Bros. Discovery   01/2024 - 04/2024
Digital Design Intern

Designed digital brand experiences for DC Comics, including the first social campaign for DC Comics' premium comic subscription. Performed a social media competitor analysis of 15 brands to begin developing a branding framework across all DC social channels.

Nike (Converse)   06/2023 - 08/2023
Digital Design Intern

Designed presentation decks outlining art direction for apparel and footwear productions. Directed product photography shoots. Presented trend forecasting report to creative leadership, outlining Gen-Z trends and how Converse can align with their target demographic.

Wasserman   01/2023 - 04/2023
Design/Art Direction Intern

Generated experiential brand activations for clients such as Bacardi, Amazon Prime, and Dunkin. Created OOH ads for Amazon Prime Student's summer campaign. Collaborated with copywriting intern to develop a brief for Dunkin focused on increasing Gen-Z appeal for the brand's summer edition drinks.

The Aerospace Corporation   06/2022 - 08/2022
Video and Photo Production Intern

Edited and animated scenes for the pilot episode of The Aerospace Corporation's documentary series about NASA's Artemis mission. Worked alongside writers to help produce a video anthology series celebrating The Aerospace Corporation's company culture and achievements. Assisted directors with productions for Space Force and the Smithsonian.

Skills and Tools

Art Direction, Content Design, Photography, Videography, Design Strategy, Advertising, Layout, Editing, VR, AR, Motion Graphics.

Figma, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Cinema4D, Maya 3D, Keynote, HTML, CSS.