

Vi Pham

Senior Graphic Designer

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Highlights

Expert in brand development, marketing campaigns, and user-centered design with technical skills in motion graphics and web design
Designed marketing materials that contributed to measurable increases in conference attendance and client engagement
Created comprehensive brand identity systems for 15+ organizations across various industries
Managed complex production workflows with 99% on-time delivery rate across 200+ projects
Mentored junior designers and led creative direction for multi-disciplinary projects

Core Skills

Technical & Design Expertise

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, XD) // Motion Graphics // Web Design // WordPress //
Print Production // Brand Identity and Logo Design // Marketing Campaign Design // Typography // Layout Design // Digital Asset Creation

Strategic & Leadership

Project Management // Client Relations // Cross-Functional Partnership // Creative Problem Solving // Mentoring & Leadership //
Marketing Strategy // Brand Guidelines Development // Production Workflows // Quality Assurance

Professional Experience

American Retirement Association | Graphic Designer (Marketing)

2021 – Present

Design and produce comprehensive marketing materials across digital and print, maintaining brand consistency and enhancing recognition
Work closely with marketing managers to develop visual strategies that support campaign objectives and drive engagement
Manage multiple concurrent projects while meeting tight deadlines and maintaining high-quality standards

Bullpen Strategy Group | Lead Graphic/Web Designer

2019 – 2021

Led design direction for diverse client portfolio, developing brand identities and visual systems from concept through implementation
Managed client relationships and creative processes, ensuring alignment between business objectives and design solutions
Coordinated with development teams to create responsive websites and digital experiences that enhanced user engagement

Axiom Resource Management, Inc. | Graphic Designer

2018 – 2019

Designed complex infographics and reports for government healthcare initiatives, translating technical data into accessible visual formats
Developed presentation materials and infographics that effectively communicated policy information to diverse audiences
Partnered with subject matter experts to ensure accuracy and clarity in all visual communications

Herff Jones | Yearbook Creative Artist

2017 – 2018

Managed end-to-end production workflows for custom yearbook covers, coordinating multiple design elements and special processes
Consulted with clients to understand their vision and community identity, translating concepts into compelling visual designs
Gained comprehensive production experience including prepress, printing, binding, and quality control

Gear for Sports | Under Armour Sideline Artist and Graphic Artist II

2012 – 2017

Designed authentic athletic apparel graphics for major university partnerships, ensuring brand compliance and visual impact
Collaborated with internal design teams to create graphics for high-profile sporting events and national campaigns
Managed project timelines and client communications while adapting designs for different printing techniques and materials

Education & Certifications

School of Motion // Animation Bootcamp - Principles of Animation // 2023-2024
Johnson County Community College // Web Design Certificate // 2017-2018
Kansas City Art Institute // Bachelor of Fine Arts, Graphic Design // 2012