

# Vi Pham

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## Career Highlights

Studied Graphic Design at the Kansas City Art Institute, graduated in 2012 with a Bachelor of Fine Arts.  
Employed at Gear for Sports for over five years, collaborating with Under Armour to create designs for apparel.  
Created yearbook covers for schools across the country with special processes and applications.  
Oversaw creative and digital processes for a variety of clients, teaming up with developers for website builds.  
Successfully managed and executed a range of marketing campaigns for conferences, leading to an increase of attendees.

## Skills

Adobe Creative Suite  
Creative Design  
Concepting

Microsoft Office 365  
Web Design  
Conference Branding

Print Production  
Animation  
Marketing Campaigns

## Experience

American Retirement Association / *Graphic Designer (Marketing)* 2021 – Present  
Demonstrated proficiency in design principles to elevate compelling digital and print marketing materials.  
Expertise in maintaining consistent brand identities, effectively enhancing brand recognition across social media.  
Partnered with cross-functional teams to ensure designs align with overall marketing strategy.

Bullpen Strategy Group (*formerly Crier Media Group*) / *Lead Graphic/Web Designer* 2019 – 2021  
Visualized and implemented multiple new and updated branding for a broad range of clients, with several being in-house.  
Collaborated with front-end developers to implement designs for website builds correlating to the clients' cause.  
Supported client portfolios with materials for events, digital campaigns, and presentations.

Axiom Resource Management, Inc. / *Graphic Designer* 2018 – 2019  
Contracted to provide support in a government firm that improved the healthcare system for military personnel.  
Established layouts for annual reports, fact sheets, newsletters, and other promotional materials.  
Generated presentation slides with infographics for various topics under generalized themes.

Herff Jones / *Yearbook Creative Artist* 2017 – 2018  
Constructed production files from multiple Adobe programs into a single document for yearbook covers.  
Consulted with customer service associates and school representatives on creative designs.  
Experienced steps of production first-hand, such as printing, binding, and quality control of yearbooks.

Gear for Sports / *Under Armour Sideline Artist and Graphic Artist II* 2012 – 2017  
Corresponded with Under Armour to develop various replica sport jerseys for signed universities.  
Coordinated with offshore factories and reviewed samples of products to ensure consistency across various fabrics.  
Collaborated with various design teams to develop graphics for special events such as NCAA, SEC, ACC, and others.

## Education

School of Motion / *Principles of Animation (Animation Bootcamp)* Fall 2023

Johnson County Community College - Continuing Education / *Web Design Certificate* 2017-2018

Kansas City Art Institute / *BFA, Graphic Design* Graduated in 2012