

[i]i+n

Lilian Pham
Graphic Designer

lilianpham.com
lapham001@gmail.com
+1 702 308 9066

Education

ArtCenter College of Design

Pasadena, CA

09.2020–Present

Candidate for a Master of Fine Arts in Graphic Design with a specialization in brand identity and typography

University of California, Santa Barbara

Santa Barbara, CA

09.2015–06.2019

Bachelor of Arts in Communication

London College of Communication,

University of the Arts London

London, UK

09.2018–01.2019

Educational Study Abroad Program in Communication and Media Studies

Experience

Hulu

Santa Monica, CA

Graphic Design Intern

06.2021–08.2021

Developed print assets for Hulu's *Back to School* promotion to attract college student viewers. Designed graphics for *Lollapalooza x Hulu* to increase awareness and views. Worked with the Hulu Originals team to ideate logo concepts for *The Next Thing You Eat*.

Studio.Oi

Santa Barbara, CA

Graphic Designer and Project Coordinator (remote)

01.2018–12.2020

Led virtual client meetings to understand brand identity project scopes and design needs. Researched and developed concepts to identify potential strategies and solutions. Created print and digital assets to apply the visual system elements.

Apeel Sciences

Santa Barbara, CA

Freelance Graphic Designer

09.2019–09.2020

Designed PR gift boxes for social media influencers to promote Apeel Sciences on Instagram and YouTube. Created ads for marketing campaigns to increase sales. Collaborated with design team members to develop a branded icon library for digital and print assets.

Recognition

ArtCenter Student Gallery:

Walgreens (brand identity)

03.2022

In Search Of: The Truth Within Our Memories (book)

06.2022

The Atwater Food Show (brand identity)

09.2022

ArtCenter Portfolio Review Scholarship

Skills

Strong working knowledge of:

Acrobat, After Effects, Figma, Glyphs, Illustrator, InDesign, Keynote, Lightroom, Photoshop, Procreate, Slack, and Webflow

Familiar with:

Arnold Renderer, Cinema 4D, HTML/CSS, p5.js, and XD

Craft:

Drawing, painting, printmaking, cooking, and sewing

Languages:

Fluent in English and conversational in Vietnamese