

# Karen Pham

→ Creative Leader  
→ Design & Art Director

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## Work Experience

May 2024 – Present

### Design Director → Deutsch

Led the creative direction and managed a team of multidisciplinary designers and writers responsible for Adobe's evergreen and newsroom style social content in the AI space.

Mar 2021 – May 2024

### Associate Design Director → Deutsch

Collaborated with creative, account, and strategy to craft visual identity systems, campaigns, digital experiences, OOH, and social content for Walmart Love & Sports, PetSmart, and Nerdwallet.

Jun 2017 – Mar 2021

### Senior Designer → Deutsch

Implemented a global site redesign for The Almond Board of California. Built brand identity systems and campaigns for Google Stadia, Walmart, Walmart+, and Dr Pepper. Crafted 360 campaigns for Target Holiday, Back to School, Easter, and licensed products.

Aug 2016 – Jun 2017

### Creative Content Producer and Designer → Brit + Co

Wrote, designed, and created branded partnership content for clients like JCPenney and Cupcake Vineyards. Pitched and produced DIY focused content for Brit + Co readers.

Mar 2016 – July 2016

### Freelance Designer & Art Director

Collaborated with art directors, marketers, and storytellers to create branding and marketing collateral for clients like Beyond Yoga and The Honest Company.

July 2014 – Feb 2016

### Designer → Syndctd

Designed websites, art directed and produced marketing content and campaigns for Miss Me Jeans, Rhea Footwear, and Schwarzkopf Professional.

## Education

Aug 2010 – May 2014

### University of Southern California → Los Angeles

B.A. in Art (Design & Photography)  
Minor in Web Development  
Presidential Scholar

July 2012

### Nottingham Trent University → United Kingdom

Summer program for the arts, funded by the US-UK Fulbright Commission. Honed my design and photography skills.

## Skills

Art direction, Design Strategy & Leadership, Mentorship, Responsive Design, Retouching, Adobe CC, Figma, Keynote

## Loves

Running and hiking local trails, my goldendoodle Banchan, and heartwarming anime