



## ABOUT ME

Hi there! You can call me Tammy ♀

- ▶ I'm a digital tech enthusiast, character illustrationist, creative designer, and lifelong learner.
- ▶ Since I was young, I've expressed myself and shared my interests through many artistic mediums.
- ▶ Ensuring that clarity and originality are complementary to each other is my design philosophy.

My Core Values:

- ▶ Living with integrity.
- ▶ Being open minded & kind hearted.
- ▶ Empowering diversity inclusivity.
- ▶ Supporting our communities.

## MY INTERESTS



## ADDITIONAL INFO

- 📍 location: redmond, wa 98052
- ✉ email: tammydpham@gmail.com
- 📞 mobile: 832.298.2451
- 👤 linkedin.com/in/tammydpham
- 🖱 tphamdesigns.studio

## ABILITIES

 apparel	 graphics	 illustration	 logos
<ul style="list-style-type: none"><li>▶ T-Shirts</li><li>▶ Shoes</li><li>▶ Swag Bags</li></ul>	<ul style="list-style-type: none"><li>▶ Advertising</li><li>▶ Brochures</li><li>▶ Newsletters</li><li>▶ Social Media</li><li>▶ Websites</li></ul>	<ul style="list-style-type: none"><li>▶ Apparel</li><li>▶ Art Prints</li><li>▶ Merchandise</li><li>▶ Social Media</li><li>▶ Stories</li></ul>	<ul style="list-style-type: none"><li>▶ Branding</li><li>▶ Identity</li><li>▶ Redesigns</li></ul>

## SKILLSETS



## PROFESSIONAL EXPERIENCE

- ◆ **T.Pham Designs Studio** | *Founder & Creative Director of freelancing services* | 2014 - present
  - ▶ Customize and optimize visual marketing copy (on and offline) for nonprofits, educational, and startup organizations.
  - ▶ Design digital templates for communicational mediums such as email newsletters, social media accounts, and online marketing campaigns.
  - ▶ Craft effective advertising strategies using digital tools to increase client's audience engagement by an average of 30%.
  - ▶ Schedule client consultation meetings (in-person or remotely) with appointment details using Google Calendar, Microsoft Outlook, and Calendly.
  - ▶ Proficient with formatting design files to fit industry guidelines and requirements for high quality post-production art and apparel printing.
- ◆ **Facebook & Accenture** | *Customer Service Analyst for Ad Products & Marketing Services* | 2015
  - ▶ Resolved 20+ daily client inquiries regarding technological difficulties, data inquiries, and marketing strategies with Facebook Ad products.
  - ▶ Onboarded new representatives and trained them on effective troubleshooting solutions for marketing and ad issues for Facebook Ad clients worth \$5M, increasing resolution rates by 80%.
  - ▶ Became section's Marketing Subject-Matter Expert and helped deploy an internal knowledge base to be used by over 125 employees, covering creation-to-production lifecycle steps for ads.

## EDUCATION

- ◆ **The University of Texas at Austin**, Cockrell School of Engineering | *B.S. Architectural Engineering '15*