


# ANDY PHAM

MULTIDISCIPLINARY CREATIVE

Multidisciplinary creative with 10+ years of experience across design, video, and motion. I build visual systems that drive engagement across social and web for healthcare and lifestyle brands.

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 www.andyphamcreative.com

## EDUCATION

### Bachelor of Science in Communication Studies

Sep 2013 – May 2017

Emerson College  
Boston, MA

## SKILLS

- **Strategy & Direction:**
  - Art Direction
  - Brand Identity Systems
  - Visual Storytelling
  - Strategic Copywriting
- **Design & Digital:**
  - Campaign Design
  - Web Design (UX/UI Collaboration)
  - Large-scale Print/Layout
- **Video & Motion:**
  - Full-cycle Video Editing (Narrative & Interview)
  - Motion Graphics for Social Engagement.

## TOOLS

- **Design & UI**
  - Figma, Photoshop, Illustrator, InDesign
- **Video & Motion**
  - Premiere Pro, After Effects
- **Productivity**
  - Google Apps, Microsoft Office

## WORK EXPERIENCE

### Head of Creative

2015–2023

MD+CO · Boston, MA

- Led creative across 30 client accounts, building visual systems that translated across social, web, and video
- Produced 1,000+ social assets while keeping each brand distinct, even at a high volume and fast pace
- Designed and launched 5 responsive websites, working closely with developers to make sure the experience held up across devices
- Edited 35+ videos ranging from architectural showcases to interview-driven product stories for clients including Mass General Hospital, Ragon Institute, Dentsply Sirona, and JSI
- Hand-selected and retouched photography for digital use, making sure everything felt consistent across campaigns
- Wrote and refined copy across websites, blogs, and social to match the tone and intent behind the visuals

### Multimedia Specialist

2022–Present

Friends with Benefit Events · Wilmington, NC

- Led a full brand overhaul, building a visual identity that carried seamlessly from digital promotion to physical event spaces
- Designed end-to-end creative across six large-scale charity events, from campaign assets to in-venue signage and branded materials
- Created 50+ social and motion assets to build anticipation and drive engagement ahead of each event
- Developed creative for high-visibility events attended by public figures and influencers, ensuring consistency across all touchpoints
- Designed and produced a 300+ page cookbook, balancing photography, illustration, and typography into a cohesive, user-friendly layout

### Independent Designer + Creative Partner

2023–Present

Andy Pham Creative · Boston, MA

- Partner with clients to develop brand identities and visual systems across digital and print
- Design websites, campaigns, and video content that stay consistent across platforms
- Manage projects end-to-end, from concept through execution and delivery