



andyphamcreative.com
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Boston, MA

Tools

Adobe Creative Cloud

Photoshop

InDesign

Illustrator

Premiere Pro

After Effects

Lightroom

XD

Figma

Microsoft Office Suite

Google Apps

Skills

Graphic Design

Web Design

Video Editing

Motion Graphics

Illustration

Visual Branding

Art Direction

Copywriting

Music Production

Education

Emerson College

Class of 2017

B.S. in Communications

Minor in Marketing

MD+CO

Boston, MA

Head of Creative (2022 – 2023); Graphic Designer (2015 – 2021)

- Led creative direction and quality control for all projects.
- Developed a library of 600+ social media posts for 25+ healthcare clients, utilizing custom graphics and motion design.
- Managed rebranding initiatives, including a new logo and website redesign, enhancing brand identity.
- Provided copywriting for websites, blogs, and social media.
- Edited long-form and short-form videos for social media, incorporating motion graphics for enhanced storytelling.
- Directed social media engagement and reputation management, monitoring and responding to feedback.
- Designed user-friendly, responsive websites alongside senior web developers.
- Successfully rebranded the company, including logo and website design.
- Delivered high-quality video content, boosting client visibility across platforms.

FWB Charity Events

Wilmington, NC

Graphic Designer + Video Editor (2022 – Present)

- Led the redesign of the organization's branding, creating a cohesive visual identity for all digital and print assets.
- Designed impactful event posters, flyers, and promotional materials for six major charity events, ensuring a consistent visual theme.
- Created 50+ social media posts with custom graphics and motion design to enhance marketing campaigns and engagement.
- Developed motion graphics and video content to promote events, visually communicating key information and generating excitement.
- Collaborated with event organizers and VIP guests to ensure all materials aligned with event goals and branding.
- Developed motion graphics and video content to promote events, visually communicating key information and generating excitement.
- Collaborated with event organizers and VIP guests to ensure all materials aligned with event goals and branding.
- Designed the layout for a 300+ page cookbook, incorporating illustrations and vibrant photography to enhance the content. Worked closely with the author/chef to realize their vision in a user-friendly design.

Freelance Designer + Editor

Boston, MA

Graphic / Web Designer + Video Editor (2023 – Present)

- Conceptualized and executed graphic designs for digital and print media, including logos and promotional materials, while producing and editing high-quality video content aligned with client brand identities.
- Collaborated with clients to provide custom design solutions that enhance brand visibility, managing multiple projects simultaneously to meet deadlines.
- Delivered end-to-end creative services including storyboarding, design, editing, and post-production.
- Offered strategic design insights that increased client engagement and brand awareness.