



TAM PHAM

PROFILE

Experienced digital media designer with a strong background in advertising and marketing environments.

Specialties include web design, logo & brand identity, marketing collaterals, video editing, photography and 3D design.

A creative professional who is eager to face new challenges and better oneself in an ever-changing industry.

CONTACT



MOBILE

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EMAIL

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INSTAGRAM

tamphamcpp



WEB

www.tamphamdesign.com

★ For more works and projects, please visit my website.

WORK EXPERIENCE

DIGITAL GRAPHIC DESIGNER AT WISENET ADAPT IT (2019 - 2024)

- Working with Wisenet marketing team to create new marketing collaterals, including EDM banners, digital mailers, social media posts, ebooks, digital brochures, product feature video, infographic and Google Slides presentations.
- Designing new backdrop, pull-up banner, flyers and notebook gift for Wisenet's events and conferences.
- Designing and Managing Wisenet websites and its blog section.
- Designing new logo set for Wisenet's product.
- In-house photographer for Wisenet's events and staff photos.
- Link: <https://www.wisenet.co/> (Current Wisenet website)
- Link: <https://www.linkedin.com/company/wisenetlrm/> (Linkedin posts)

GRAPHIC DESIGN CASUAL EMPLOYMENT AT VICTORIAN CHAMBER OF COMMERCE AND INDUSTRY (2018 - 2019)

- Working with Victorian Chamber marketing team to update existing marketing/ advertising collaterals.
- Designing new collaterals for Victorian Chamber, including digital flyers, EDM banners and PowerPoint presentations.
- Link: www.tamphamdesign.com/victorianchamber

RMIT PRODUCT DESIGN CATALOGUE (2018)

- Designing a student graduation catalogue for the RMIT Diploma of Product Design exhibition.
- Link: www.tamphamdesign.com/productdesigncatalogue

INTERNSHIP WITH RMIT UNIVERSITY AND RAINE & MAKIN CREATIVE STUDIO (2018)

- Working in a team to investigate the current customer experience of Cohealth's medical centre.
- Creating a prototype booking app as an improvement for Cohealth Medical Centre's digital experience.
- Link: www.tamphamdesign.com/cohealth

BOOK ANNOUNCEMENT EVENT PROJECT (2017)

- Designing a book cover for a biography of a well known Vietnamese artist.
- Creating events materials for the book announcement event, including: invitation cards, standee, Powerpoint presentation and stage Backdrops.
- Link: www.tamphamdesign.com/project-12

COSMETIC STORE OPENING PROJECT (2017)

- Creating event materials for the store opening, including: invitation card, envelopes and voucher.
- Designing store's decorations, such as: building signage, wall murals and window graphics.
- Link: www.tamphamdesign.com/fantasy-cosmetic

INTERNSHIP AT SQUARE EVENT & ACTIVATION CO., Ltd (2016)

- Supporting graphic design team of Square Event Ltd. (an event studio in Vietnam) with the design of event materials, including: display posters and stage backdrops.



TAM PHAM

AWARDS

- 2018: RMIT innovation for Global Cities certificate (Leadership & Teamwork competition).
- 2017: Golden Key certification for academic achievement.
- 2015: Outstanding Student creative work prize by RMIT Vietnam.
- 2014: RMIT Foundation Studies Scholarship certificate.

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EDUCATION

2017 - 2018 : RMIT UNIVERSITY MELBOURNE - BACHELOR OF DESIGN (DIGITAL MEDIA)

- Top 5 finalists in the City Challenge organised by both Common Purpose and City of Melbourne.
- Final GPA for the whole Bachelor Degree: 3.4

2016 - 2017 : CALIFORNIA STATE POLYTECHNIC UNIVERSITY POMONA - EXCHANGE STUDY

- Participated in the organisation of Cal Poly Pomona's student exhibition (Poly - Kroma).
- Final GPA for the exchange semesters: 3.78

2015 - 2016 : RMIT UNIVERSITY VIETNAM - BACHELOR OF DESIGN (DIGITAL MEDIA)

- Received a prize for excellent art work.
- Received Golden Key Society's membership for high academic achievement in Digital Media.
- Completed 1st year of the Bachelor Degree.

2014 - 2015 : RMIT MELBOURNE FOUNDATION STUDIES ART & DESIGN STREAM.

- Received a scholarship for outstanding results from high school and RMIT Foundation Study.
- Final GPA at the end of the course: 3.9

PROFESSIONAL SKILLS



PHOTO MANIPULATION

- Adobe Photoshop



VECTOR GRAPHIC

- Adobe Illustrator



WEBSITE DESIGN

- html5 & CSS
- Wordpress CMS
- Hubspot CMS



ILLUSTRATION

- Procreate



MOVIE EDITING

- Adobe Premiere Pro
- Adobe After Effects



3D MODELLING & RENDER

- Trimble Sketch Up Pro
- Lumion
- Keyshot



LAYOUT DESIGN

- Adobe Indesign

REFERENCES

ALISTER SMITH

Chief Operating Officer
at Wisenet
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MARY KRYRIACOU

Customer Engagement Manager
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