

# JACKLYNN PHAM

JACKLYNN.COM // STUDIO@JACKLYNN.COM

402.850.4145

## PROFESSIONAL EXPERIENCE

- VISUAL DESIGNER** STUDIO JACKLYNN PHAM // 2008 - PRESENT  
Versatile experiences in art direction, design strategy & ideation through a variety of consultant work for large agencies, small studios, and mix-industry companies; Hands-on print, digital, and web design projects  
Brands I've worked with: Nick Jr., Toshiba, Safeway, Access Communications, Creative Circle, LeapFrog, Playing for Change Foundation
- TEACHING ASSISTANT** CARNEGIE MELLON UNIVERSITY // PITTSBURGH, PA / 2013 - PRESENT  
Assist with Communication Design Fundamentals course offered through the School of Design to teach non-majors design fundamentals; Supporting the instructor by teaching workshops and reviewing student work
- CREATIVE COMMUNITY LEAD** BWBACON GROUP // DENVER, CO / 2011 - 2013  
Hybrid communication-design position to extend business' brand into the community; Program management; Public relations & marketing campaign ideation and support; Social media auditing; Manage WordPress company website; Web content writer/editor; Provide sourcing support for recruiters
- TECHNOLOGY DOCENT** CENTRAL DENVER PUBLIC LIBRARY CTC // DENVER, CO / 2012 - 2013  
Volunteered with Wordpress & HTML/CSS public classes; Help patrons with computer/technology questions in the library's Community Technology Center
- GRAPHIC DESIGN INTERN** LODO DISTRICT, INC. // DENVER, CO / AUG - JAN 2011  
Create web & print posters, postcards, invitations, and brochures promoting multiple district events; underwriting of some communication pieces
- WEB & GRAPHIC DESIGNER** U. OF WYOMING CAMPUS ACTIVITIES CENTER // LARAMIE, WY / 2010-2011  
Design and maintain multi-level website independently through custom CMS system to advertise multiple weekly events & programs; update and implement social media outreach; create original print and direct-mailing marketing pieces for events and Gallery 234 exhibitions

## EDUCATION

- MASTER OF DESIGN** CARNEGIE-MELLON UNIVERSITY  
MDes in Communication Planning and Information Design  
2015 (expected)
- BACHELORS OF ART** UNIVERSITY OF WYOMING  
BA in English  
2011 Graphic Design & Professional Writing minors  
Distinctions: magna cum laude, honors

## SKILLS

**PORTFOLIO:** jacklynn.com

### DESIGN:

Print/digital (branding, logos, icons, information, business identity, multi-page, packaging, environmental);  
Web/interface (web design, landing pages, web application design, UI);  
Process (Wireframing, user experience, prototyping, strategy);  
Adobe Illustrator, Photoshop, InDesign, Dreamweaver, AfterEffects, and Acrobat; Microsoft Office, Mac & PC;  
WordPress, HTML/CSS, CMSs, working-knowledge of jQuery

### COMMUNICATION:

Marketing, copy-writing, research, and social media

## AFFILIATIONS & HONORS

- Member & Volunteer, AIGA  
Contributing writer, AIGAPittsburgh blog (past: AIGA/NY blog)  
Member, Community Relations Council for the Denver Center for the Performing Arts  
Marketing committee member, 2012 Rocky Mountain Young Professionals Summit  
Two pieces accepted into the Art Directors Club of Denver 2010 Student Art Show  
Communications & Webmaster Executive Officer, Mortar Board senior honor society  
University of Wyoming Outstanding Graduate of the College of Arts & Sciences 2011 ("A&S Top 20")  
Phi Beta Kappa, academic honor society  
Sigma Tau Delta, international English honor society

SNAPSHOT TOUR//

NAME	TESTS COMPLETED	AVOIDING RESULTS
Johnny Appleseed	1	YES
George Washington	2	NO

AddThis Brand Advocates are users that have shown their loyalty and enthusiasm for a brand through their social platforms. This could be through tweeting, liking, pinning, sharing - any action - about a brand across any of the 300+ social platforms. They have proven to be social influencers and sources of promotion for the brand, whether or not they have converted or made a purchase.