

# JACKLYNN PHAM

JACKLYNN.COM // STUDIO@JACKLYNN.COM

## PROFESSIONAL EXPERIENCE

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- DESIGN CONSULTANT** STUDIO JACKLYNN PHAM // JUNE 2008 - PRESENT  
Versatile experiences in art direction, design strategy & ideation, and visual design through a variety of consultant work for large agencies, small studios, and mix-industry companies; Print, digital, and web design projects  
Brands I've worked with: Lexus, Nick Jr., Toshiba, Creative Circle, LeapFrog, Safeway, Access Communications, Playing for Change Foundation  
**CURRENT PROJECT:** Bridge for Billions, Social impact startup connecting low-resource entrepreneurs with skilled support globally
- Create design strategy for their user experience and business communication using service design framework
  - Interaction design consultant for one of their core products
- INSTRUCTOR** CARNEGIE MELLON UNIVERSITY // PITTSBURGH, PA / AUG 2013 - PRESENT  
Teach Communication Design Fundamentals course offered through the School of Design to teach non-majors the design process & principles, both Master's and Undergraduate classes; Formerly the TA during the 2013-2014 school year
- USER EXPERIENCE DESIGN INTERN** GOOGLE, INC // ZÜRICH, SWITZERLAND / MAY 2014 - AUG 2014  
Supported emerging markets team, specifically working with the UX team on interaction and visual design for a consumer app (confidential project).
- Develop high-fidelity mobile mocks using the new Material Design style, going through the wireframing & strategy process with the UX team before delivering detailed specs to engineers; Received special recognition research-design sprint I completed for the user interface of this product
  - Create product vision video sketch for UX team using footage and custom animations in AfterEffects; Video was presented to team's Senior Vice President
- CREATIVE COMMUNITY LEAD** BWBACON GROUP // DENVER, CO / AUG 2011 - FEB 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; Content writer/editor
- WEB & GRAPHIC DESIGNER** U. OF WYOMING CAMPUS ACTIVITIES CENTER // LARAMIE, WY  
AUG 2010-MAY 2011  
Design and maintain multi-level website independently through custom CMS system to advertise multiple weekly events & programs; Create original print and direct-mailing marketing pieces for events and Gallery 234 exhibitions

## EDUCATION

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

## SKILLS

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**PORTFOLIO:** jacklynn.com

### DESIGN:

**Web/interface** (Interaction design, web/web app design, landing pages, user interface design, mobile);

**Process** (Wireframing, user experience, prototyping, strategy);

**Print/digital** (branding, logos, icons, information, business identity, multi-page, packaging, environmental);

**Adobe Illustrator, Photoshop, InDesign, Dreamweaver, AfterEffects**

**Wordpress, HTML/CSS;**

**Working-knowledge: Processing** (java-based programming language)

### COMMUNICATION:

Communication strategy, Marketing, copy-writing, research

## AFFILIATIONS / HONORS

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Member & Volunteer, AIGA\*

Contributing writer, AIGAPittsburgh blog (past: AIGA/NY blog)\*

Member, IxDA (Interaction Design Association)\*

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

\*denotes current