

# HONG PHU PHAM



Based in Saigon, Vietnam, I help businesses & organizations to achieve clarity of identity, to differentiate from the competition & to make a stance with their own voices by designing resonating creative solutions that touches the heart & empower both the businesses & their audiences.

## EDUCATION & EXPERIENCES

### **DIGITAL DESIGNER**

RMIT University Saigon South  
2018 - 2020

### **MULTIDISCIPLINARY DESIGNER**

BatesCHI & Partners  
2017 - 2018

### **DESIGN INTERN**

Platform5 - digital studio  
2016

### **FREELANCE DESIGNER**

2014 - present

### **BACHELOR OF DESIGN (1ST CLASS HONOUR)**

RMIT University Saigon South  
2013 - 2017

### **TRADITIONAL ANIMATOR**

Hi! Pencil Studio  
2014

## SKILL SETS

### **CONCEPT & STRATEGY GENERATION**

Big idea, integrated advertising campaign, brand strategy that solve business problem.

### **DESIGN THINKING METHODOLOGY**

Qualitative research, idea brainstorming, prototyping & testing.

### **ADOBE CREATIVE SUITE**

Illustrator, Photoshop, Premiere, After Effects, InDesign, etc.

### **FRONT-END DESIGN/DEVELOPMENT**

HTML, CSS, JavaScript, Figma, JAMStack (Vue.js)

### **VIDEO/AUDIO/PHOTO SHOOTING & EDITING**

Davinci Resolve, recording & editing

### **BASIC 3D, ANIMATION & MIXED MEDIA**

3DS Max, Blender, 3D printing, ToonBoom

# LANGUAGES

**VIETNAMESE**  
Native proficiency

**ENGLISH**  
Professional proficiency

# AWARDS & CERTIFICATES

**DIGITAL MARKETING STRATEGY**  
The University of Edinburgh  
2020

**MICROMASTER CERTIFICATE - DESIGN THINKING**  
Rochester Institute of Technology  
2019

**PROJECT MANAGEMENT FOR DESIGNERS**  
Emily Carr University of Art and Design  
2019

**BACHELOR OF DESIGN WITH HONOURS 1ST CLASS (TOP OUTSTANDING GRADUATE)**  
RMIT University Saigon South  
2017

**HEAD OF DEPARTMENT AWARD**  
RMIT Creative Showcase 2016

**ACADEMIC SCHOLARSHIP**  
RMIT University Saigon South  
2015

**CERTIFICATE OF EXCELLENCE - SILVER AWARD OF 3D & ANIMATION**  
RMIT Design Showcase 2013

**SCHOLARSHIP CERTIFICATE - PASSION WINS**  
Arena Multimedia Education Centre  
2013

# GET IN TOUCH

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