

GIANG PHAM

PROFESSIONAL SUMMARY

I have 10 years of experience in the graphic design industry. Most of my work is in the print field — including jersey design, marketing and event materials, stationery, and packaging. Additionally, I work as a freelance documentary and commercial photographer.

EDUCATION

Valencia College - Orlando, FL

Associate in Science (A.S.), Graphic Design | Graduation – May, 2016.

- **Technical Focus:** Advanced proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign) for brand identity, social campaigns, and high-impact marketing environments.
- **Specialization:** Developed a deep focus on Print Production through hands-on collaboration with professional printers. Managed the full lifecycle of projects from digital concept to tangible, finished products.

Certification

Branding & Marketing for SMEs | Plato Brand Academy - Danang, Vietnam - 2019

- **Brand Strategy:** Developed expertise in Customer Insights, Brand Positioning (USP/POD), Brand Archetypes, and identity systems (Logo, Slogan, Visual ID).
- **Integrated Communications:** Trained in Creative Briefing, Media Planning, and Omni-channel execution (Digital, PR, and Sponsorships).
- **Market Execution:** Skilled in Brand Activation and Trade Marketing, including distribution strategy, retail display, and sales team management.

Marketing Foundation | Tomorrow Marketers Academy - Hochiminh, Vietnam - 2021

Core focus on customer insights, brand positioning, the 4Ps of marketing, and strategic goal alignment to better integrate design with business objectives.

Workshop

Street Photography | Led by Maggie Steber - Miami, FL - 2015

Photo Editing | Led by Zhuang Wubin - Hanoi, Vietnam - 2017

Focus: Conceptualisation, execution, editing and presentation.

Storytelling Workshop | Led by Nicholas Cornet - Hoi An, Vietnam - 2019

LANGUAGE

English & Vietnamese.

SOFTWARE

Adobe Creative Suite - Photoshop, Illustrator, Indesign, Lightroom, Premier Pro and Canva

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EXPERIENCE

Freelance Graphic Designer & Photographer | Danang, Vietnam | 2017-2025

I partnered with small businesses, NGOs, and startups to develop branding and visual identities—creating custom packaging, menus, and logos. I managed all aspects of the design process—from initial client consultations to the final delivery of assets.

I also provided documentary and corporate photography for NGOs and corporations. I also produced commercial product and food imagery for restaurants and businesses.

Vietnam Cacao Brother Company | Danang, Vietnam | December 2017 - May 2024

I designed packaging for a diverse range of cocoa-based goods — including chocolates, drinks, and powders—while creating all supporting marketing materials and catalogs.

3N2 Sports | Maitland, FL | January - August 2016

I created custom apparel designs from concept to final product—managing the process for individuals and teams. I developed digital marketing campaigns—including social media graphics, email templates, and banner ads—while designing large-scale environmental advertising for events. Additionally, I supported the production of the annual product catalog by executing layout designs and managed most of the product photography.