

PROFESSIONAL EXPERIENCE

- 2011 – PRESENT **CREATIVE COMMUNITY LEAD** | BWBacon Group | Denver, CO
Hybrid communication position including visual design work for web and print, branding, and book layout; Social media auditing such as Facebook, Twitter, LinkedIn, Wordpress blog, and Wordpress company website; Web content writer/editor; Program management; Provide sourcing support for recruiters (including AIRS training certification)
- 2011 – PRESENT **GRAPHIC DESIGN CONSULTANT** | (Frozen) Naked Pizza, LLC | Denver, CO
Create print & presentation marketing materials for FNP; Create print designs, environmental graphics, and marketing materials for Denver franchise
- 2011 – PRESENT **GRAPHIC DESIGN INTERN** | LoDo District, Inc. | Denver, CO
Create web & print posters, postcards, invitations, and brochures promoting multiple district events; underwriting of some communication pieces
- 2009 – PRESENT **CREATIVE DIRECTOR** | Studio Jacklynn Pham
Branding, logo design, print design, web design & development for a variety of clients
- 2008 – PRESENT **GRAPHIC DESIGNER (CONTRACTED)** | SimplyWell, LCC | Omaha, NE
Worked closely with the marketing department to develop print and program-packet layouts and communication pieces; branding & logo design; underwrite, design, and update monthly fliers
- 2010 – 2011 **WEB & GRAPHIC DESIGNER** | University of Wyoming Campus Activities Center | WY
Design and maintain multi-level website independently through CMS system to advertise multiple weekly events & programs; update and implement new media technologies (Facebook, YouTube, Flickr); create print and direct-mailing marketing pieces
- JAN – MAY 2010 **INTERN** | University of Wyoming Department of English | WY
Update & re-organize website using CMS; communication design
- 2008 – 2011 **OFFICE AID** | University of Wyoming Department of Philosophy | WY
Administrative & clerical work; print design for events & department

EDUCATION

University of Wyoming | Laramie, WY

BA IN ENGLISH (MAY 2011)

Minors: Graphic Design & Professional Writing

Distinctions: magna cum laude, Honors

COURSEWORK

Art

Graphic Design I & II
Computer Graphics I & II
Typography

Typography
2-D Foundations
3-D Foundations

Art History I
Book Arts
Drawing I

Communication

Writing for the Web
Technical Writing
Writing for Public Forums

21st Century Issues in Writing
Writing for Non-Profits (grant writing)
Magazine Writing

SKILLS

ADVANCE: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, and Adobe Acrobat;
Microsoft Office, Mac & PC

INTERMEDIATE: Adobe DreamWeaver, Adobe Flash;
HTML, CSS, and CMS

COMMUNICATION: Conceptual, branding, logo, print, web, and packaging;
Marketing, communication, and new media

CLIENTS

- HEALTHBREAK, INC | Golden, CO
- CHIMPSY | Denver, CO
- UNIVERSITY OF WYOMING DEPARTMENT OF ENGLISH | Laramie, WY
- WYO ALPINE SKI CLUB | Laramie, WY
- AMERICAN SOCIETY OF HEALTH-SYSTEMS PHARMACY CLUB | Laramie WY

EXHIBITIONS

DEC 11- JAN 12 | CALIFORNIA INSTITUTE OF INTEGRAL STUDIES MINNA CENTER | San Francisco, CA
(*upcoming*) Laramie: A Gem City Atlas, group exhibition

APR 2011 | UNIVERSITY OF WYOMING ART MUSEUM | Laramie, WY
Laramie: A Gem City Atlas, group exhibition

JAN 2011 | MAYAN THEATER | Denver, CO
Art Directors Club of Denver 2010 Student Art Show

LEADERSHIP AFFILIATIONS AND HONORS

- Two pieces accepted into the *Art Directors Club of Denver 2010 Student Art Show*
- Participated in a workshop with graphic designer Bill Gardner
- Participated in a workshop with graphic designer James Victore
- Mortar Board, Communications & Webmaster Executive Officer, senior honor society
- University of Wyoming Outstanding Graduate of the College of Arts & Sciences 2011 (“A&S Top 20”)
- University of Wyoming Honors Program
- Phi Beta Kappa, academic honor society
- Sigma Tau Delta, international English honor society
- English Department Undergraduate Curriculum Focus Group member, nominated
- Student Affairs Technology Committee, nominated
- Central Student Technology Committee, nominated
- Circle K webmaster, volunteer organization
- President’s List & Dean’s Honor Roll, University of Wyoming

RESEARCH EXPERIENCE

- Extensive Literature Review
- Wrote Study Proposal and IRB proposal
- Organized data collection presentations
- Collected data from participants
- Wrote & presented final analysis

JAN 2011 – MAY 2011 | EXPANDING THE GENRE OF MAPPING WITH THE CREATION OF CULTURAL MAPS

English Honors Program & University of Wyoming Honors Program thesis

University of Wyoming Department of English

Mentor/Supervisor: Prof. Alyson Hagy & eminent writer Rebecca Solnit

Interdisciplinary work with writing and design in order to produce a creative atlas of Laramie, WY and critical paper. Argued for cultural maps as an expansion of the genre of mapping through multiple narratives.

APRIL 2009 – FEBRUARY 2010 | POSTSECRET: THE USE OF VISUALS IN SECRET TELLING

Ronald E. McNair Post baccalaureate Achievement Program scholar

University of Wyoming, Department of English

Mentor/Supervisor: Dr. Michael Knievel

Synthesized research in visual rhetoric, new media, and secret-telling in order to highlight ways in which Web 2.0 technologies have expanded the way secrets are told.

PRESENTATIONS

- J. Pham. *Expanding the Genre of Mapping with the Creation of Cultural Maps*. University of Wyoming Undergraduate Research Day. April 2011. Laramie, WY. Oral Presentation.
- J. Pham. *Why I'm an English Major*. English Matters symposium. October 2010. Laramie, WY. Oral Presentation
- J. Pham and M. Knievel. *PostSecret: The Use of Visuals in Secret Telling*. Southwest/Texas Popular & American Culture Association Conference. February 2010. Albuquerque, NM . Oral Presentation.
- J. Pham and M. Knievel. *PostSecret: The Use of Visuals in Secret Telling*. University of Wyoming McNair Research Symposium. July 2009. Laramie, WY. Oral presentation.
- J. Pham and M. Knievel. *PostSecret: The Evolution of Secret Telling Through Postcards and Web 2.0 Technologies*. University of Wyoming Undergraduate Research Day. May 2009. Laramie, WY. Poster Presentation.