

Louis Pham

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Education

University of California, Los Angeles
2012 – 2016
B.S. in Biology
B.A. in Design Media Arts (double major)

Work Experience

CJ E&M: KCON.TV TEAM

Producer/Editor Intern (02/2017 – PRESENT)

- Worked on branded content for clients such as StateFarm and Toyota
- Created viral social media videos
- Produced interviews of K-Pop celebrities for KCON.TV website
- Designed graphics for social media ad and events
- Produced daily news videos
- Worked on production for short-online series such as Road to KCON and Korean Jobs.

KOREOS

Artistic Director (08/2015 – 07/2017)

Cinematographer (08/2014–08/2015)

- Worked with clients for branded content such as KCON, KCON.TV, Intertrend for Toyota, Snackfever, Kpop Foods, Koala Tea. Because I was the point person, I was able to ensure what the brands would receive from Koreos in terms of production, marketing, and brand awareness.
- Created an e-commerce website based on user research and data. Through user research, I was able to conclude what features users were interested in and was able to derive other user needs through this data. www.koreos UCLA.com
- Created an editing team to increase the number of videos released from 51 videos in 2015–2016 to 124 videos in 2016–2017. Also created a variety segment in our channel based on viewer needs. This, along with the tutorials and regular dance covers, increased the number of subscribers on YouTube from 100k to 330k+ within one year.
- Performed competitive analysis to analyze their major competitors and how to distinguish themselves from them to be a successful YouTube channel.
- Created an iconic UI for Instagram to showcase the song and dance the group is covering. This layout allows users to easily navigate their Instagram to find the song and dance they're interested in.
- Because of the increased in number of videos created, I also performed quality control to ensure that our videos are at equal standard. This helped their videos become one of the most viewed videos in their genre
- Created a style guide and brand image
- Designed graphics for social media and events

FREELANCE GRAPHIC DESIGNER (2016 – PRESENT)

- Incubbrands: Worked with an Art Director to create a variety of presentations, mock-UI, videos, and products for Alisports. The visual persona of Alisports consisted of active and energetic.
- Williams Institute: Create research templates, social media graphics, and physical invitations for events for an academic audience.

FIRST MEDIA US

Digital Media Producer/Editor (07/2016 – 10/2016)

- Sourced, produced, and edited videos for viral content at First Media—reaching out to millennial moms through social media and mobile.
- Performed competitive analysis create viral videos. My videos generated 33+ million views on Facebook.

Technical Skills

DESIGN

Maya
Illustrator
Photoshop
InDesign
After Effects
Premiere Pro
Lightroom
HTML/CSS

MISC.

Mac
Windows
Excel
Word
Powerpoint
Google Docs
WordPress
Shopify

IN PROGRESS

UX/UI
Sketch

Languages

Vietnamese
English
Korean

Interests

Traveling
Photography
Cooking
Dancing
Public Health
Healthcare
Culture
LGBTQ rights
Teaching