



the designer

Linh Pham

Design, capture, eat, and repeat. Liph.

Queens, NY

214.850.7741

hello@lpcreative.net

creativeliph.com

Linh is a Creative Director and Visual Designer based out of Queens, NY. During the day, duty calls as a Senior Designer at M Booth. Outside of the agency, he lives a double life as the primary creative under the identity, Liph. He has a strong background in Creative/Art Direction, Branding, and Digital / Print media.

Daily Tools

iPhone 6+

MacBook Pro

Canon 70D

Starbucks + (Red Bull)

Jamba Juice

Chef Porkie

Daily dose of fruit

An episode of Friends

Craft

Creative Strategy / Art Direction

Branding & Identity Systems

Visual Language

Digital Media / Print Media

Web Design & Development

Mobile App & UI Design

Notable Clients

Facebook, Google, Mercedes-Benz, YouTube,

Reebok, Ogilvy, Frances Tavern Museum,

Adidas, Bluenose, Foundation Capital,

Smoothie Factory, Sons of the Revolution

education / associations

BFA Graphic Design

Art Institute of Dallas, 2007

Associations

Member, AIGA

Member, Art Director's Club

Pro Member, Dribbble

Member, Behance

LinkedIn

Instagram

the experience

M Booth

Senior Designer

New York, NY

August, 2016 - Present

Part of an inspiring creative team, acting as Senior Designer

Liph

Owner / Designer

Queens, NY

March, 2007 - Present

Freelance designer and principal of Liph

Highly motivated, passionate creative that continues to grow

Built an understanding personal/business relationship with clients

Provide strategic and design guidance that best develops the clients needs

Projects are completed to fully satisfy both myself and the client

Merkley+Partners

Art Director /

Senior Designer

New York, NY

March, 2016 - August, 2016

Art Director Designer on primary account of agency

Collaborate with multiple creatives on projects

Participate and overlook in the process, from creative to final production of deliverables

Execute efficiently on deadlines

C42D

Art Director

Queens, NY

September, 2013 - March, 2016

Art Director who leads an inspired creative team that continues to grow

Projects that spans from web design/development, editorial publications to store-wide prints, presentations to audiences of thousands

Organizational habits that keep the workflow effective / efficient towards constant deadlines

Continues to build a trustworthy connection with clients that include Facebook, Google, Reebok, and Ogilvy

C42D

Designer

Queens, NY

July, 2012 - September, 2013

Graphic Designer for a variety of clients at C42D

One of the pioneer designers who has helped define and grow the design studio

Created material for a number of different deliverables, including: retail graphics, pitch presentations to branding

Living Magazine

Art Director/Designer
Dallas, TX

May, 2007 - July, 2012

Art Director for the monthly publication, Living Magazine

Lead a team that developed issues across 10+ markets in Texas

Created editorial layouts, client ads and marketing material

Duties that included: brand strategy, identity, print, and digital