

Kim Phu

Art director, designer, writer

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April 2009–December 2010

Mediamatic Lab, Amsterdam

Designer

Mediamatic, Pakhuis de Zwijger, Community Joods Monument, ANP Historisch Archief, Nationaal Historisch Museum, Make Love Not Art, Kom Je Ook, RFID Hacker's Camp, Liberty City

I worked primarily as a web designer for social and cultural institutions in the Netherlands who are interested in community-based interactions and story sharing. Mediamatic implements their own content management system, called "AnyMeta", which is not just a publishing platform, but a way to connect the online content to offline, real world applications (exhibits, iPod/iPhone applications, etc.). In these real world applications I was often also the designer, interaction designer, and/or programmer.

May 2008–July 2008

AKQA, Amsterdam

Freelance copywriter

Nike

At the time of my freelance, AKQA was looking for a copywriter for their fledgling Amsterdam office on an as-needed basis. I collaborated closely with interactive art directors to brainstorm and execute web banners, micro site content, and pitch material for various Nike projects.

November 2007–December 2007

Wieden + Kennedy, Amsterdam

Freelance graphic designer, art director

UniCredit Bank

While pitching for the client, Wieden + Kennedy needed a devoted designer to create a detailed graphic standards guide that would parallel the work that was being created. In the end, I also became involved as the art director for some of the pitch pieces itself.

March 2007–July 2007

Kotaku, Amsterdam

Editor

In search of a female video game blogger who could match their male sarcastic wit, Kotaku found me. I became a daily writer for the blog and enjoyed well-deserved nerd status.

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February 2007–March 2007

Deutsch, Los Angeles
Freelance art director

Saturn, T.G.I. Friday's, DIRECTV

Before leaving for the Netherlands, I freelanced at Deutsch as both an interactive and traditional art director. I worked mainly on existing client work with the exception of Saturn which was a pitch.

July 2004–October 2006

Chiat/Day, Los Angeles
Art director

Nissan, LACMA, Jimmy Dean, Budweiser, Infiniti, Energizer, Pedigree, Sony Playstation, Vera Bradley

A big company with lots of big clients, I worked at Chiat/Day right out of college on various clients and pitches. I started as an interactive art director, and eventually became a traditional art director, but always kept a keen interest on technology and the web.

July 2004–October 2006

Foote, Cone, & Belding, San Francisco
Intern

I had already spent a year at the California College of Arts and Crafts in graphic design when one of my teachers convinced me to take my interest in advertising more seriously, landing me this internship. Although I didn't do anything of much interest besides fetching stock photo books and filling out expense reports, seeing the business firsthand eventually led me to go to Art Center College of Design as an advertising major.

Education

May 2001–April 2004

Art Center College of Design
Bachelor of Fine Arts, Advertising

September 1998–June 1998

California College of Arts and Crafts

Pursued a curriculum in graphic design.