

Kim Phu

Art Director & Designer

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April 2009–January 2011

Mediamatic, Amsterdam Senior Web, Interaction, Exhibit Designer

Senior designer for websites and exhibits for social and cultural institutions in the Netherlands that combined the digital data collected from story-sharing sites with real-world, physical installations. This included design of technologies like user-interaction flows, development of iPhone applications, vending machines, and RFID installations.

February 2011

Wieden+Kennedy, Amsterdam Freelance Copywriter

Copywriting on outdoor, print and brochures for Delta Airlines' European region promoting their Business Elite class and ever-expanding flight map.

May 2008–July 2008

AKQA, Amsterdam Freelance Copywriter

Writing and concepting toward Nike's apparel and footwear during the Beijing 2008 Summer Olympics. HTML emails written for Nike's Basketball line.

March 2007–July 2007

Kotaku, Amsterdam Editor

First female writer on Gawker-owned blog focused on gaming.

February 2007–March 2007

Deutsch, Los Angeles Freelance Art Director

Interactive and traditional art director on Saturn and TGIF Friday's.

July 2004–October 2006

Chiat/Day, Los Angeles Art Director

Traditional and interactive art director on outdoor, print, and microsites for brands like Nissan, LACMA, Jimmy Dean, Ball Park Franks, Budweiser, Infiniti, Energizer, Pedigree, and Sony Playstation.

May 2001–April 2004

Art Center College of Design Bachelor of Fine Arts, Advertising