

## **Capturing the Moment!**

### **Ryan Pham's Journey Through Sports Design**

Ryan Pham, a 21-year-old senior at the University of Oregon (UO), is redefining the standard it means to be a graphic designer in the sports industry. As a teenager, Pham, a creative mind since birth, moved from Vietnam to Oregon with hopes and desires to become a graphic designer. Here, he was presented with many opportunities to show his skills.

“Growing up in Vietnam, there wasn’t a market for creative work. I originally was taught by my uncle and high school English teacher about photography since they were both photographers, and I grew to love that,” said Pham.

It didn’t take long before he settled in, landing a starting role as a photographer for his high school football team. Pham described how he became a fan of Oregon sports after his move, but he was drawn to UO’s sports business and communications programs where he knew he would be able to thrive.

When asked what intrigued him about UO, Pham said, “I knew I always wanted to go to Oregon, but the fact that there is a huge industry for sports with athletes getting NIL deals, and Phil Knight being a contributor, the market is just going to grow. I thought this would be a good opportunity for me to come and be a part of that.”

After posting his photos of his high school football team on social media, Pham found a home with the UO football media team. He has been able to showcase his work by promoting athletes and their brands along with graphics for the award-winning Warsaw Sports Business Center.

One of Pham’s first projects included designing graphics of potential future recruits for the UO football team. Through these graphics, he allowed players to envision themselves wearing a Duck jersey to make them feel a sense of belonging. After his work was displayed on the UO football team social media accounts, the Warsaw Sports Business Center account and many others, Pham’s following on social media took off.

Eventually, Pham was a candidate to join the Allen Hall Advertising Agency (AHA). Since joining the AHA, Pham has created quite a portfolio, which allows him to advertise himself and his works. He has even expanded his efforts to go beyond football and design for multiple sports that uses his work for various marketing purposes.

“I guess this just goes to show that hard work really does pay off. I am just very thankful that I stuck with my passion and that the UO provided me with these opportunities. If I were still in Vietnam, this all wouldn’t have happened,” said Pham.

By Reece Judish, member of the UO communication team