

JAY PHAM

Product Designer

DETAILS

ADDRESS

San Francisco
United States

PHONE

415-717-3960

EMAIL

jay.pham25@gmail.com

LINKS

[Portfolio](#)

[LinkedIn](#)

SKILLS

FIGMA

Adobe

HTML & CSS, JS & React

Wireframing & Prototyping

Interaction Design & Usability
Testing

CRM Design & SEO

A/B testing

User Research & cross
functional collaboration

EMPLOYMENT HISTORY

Lead Product Designer (Freelance), Stellar Ads San Francisco
Apr 2025

- Led design of a custom CRM tailored for local businesses, enhancing workflow automation, lead segmentation, and user task flow efficiency
- Developed mobile-responsive landing pages and UX-optimized forms that increased booking and submission rates by 25%
- Delivered QA-tested CRM snapshots with onboarding materials, reducing client onboarding friction,

Product Designer, NRG (National Research Group) San Francisco
Feb 2024 — Apr 2025

- Optimized internal SEO tools by redesigning input flows and error states, reducing user errors and improving campaign accuracy
- Conducted A/B testing on CTAs and microcopy, increasing correct submission rates and reducing abandonment across campaign funnels
- Collaborated with product and engineering teams to align technical feasibility with UX improvements, contributing to a boost in digital campaign performance

Graphic Designer , Associated Students of Chico State Chico
Jan 2022 — Jan 2023

- Designed marketing materials and digital assets for 20+ campus events per semester
- Executed print and digital campaigns aligned with university branding; created templates to scale content across departments

EDUCATION

BFA, Communication Design minor in HCI,-
CSU Chico State