

JAY PHAM

Product Designer

800 Lombard St, San Francisco

415-717-3960

[Jay.pham25@gmail.com](mailto:jay.pham25@gmail.com)

<https://jpham-portfolio-43bs.vercel.app/>

EXPERIENCE

Product Designer – Stellar Ads | San Francisco | Apr 2025 – Present

- 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, increasing booking and submission rates
- Delivered QA-tested CRM snapshots with onboarding materials, reducing client onboarding friction for local businesses

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 improved 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, creating templates to scale content across departments.

Assistant Editor – Prahm Productions | SF |Part Time|
|Current|

- Work with Various clients for long & short form videos as well as other media content.

CSU Chico State, Chico — BFA Communication Design- minor in HCI
(Human Computer Interaction)

3.6 GPA DEANS LIST

SKILLS

UX/UI Design, Wireframing & Prototyping, User Research & Usability Testing, Design Systems, Interaction Design (IxD), Visual Design & Accessibility, Design Tools (Figma, Adobe Creative Suite, Miro, FigJam), Front-End Collaboration (HTML, CSS, JavaScript)

AWARDS & CLUBS

HACK-A-THON award winner finalist

AIGA Member & Chapter Vice President

GOOGLE UX professional Cert.

