Paul Pham

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WORK EXPERIENCE

AppFolio, Inc. (Nasdaq: APPF)   Santa Barbara, CA, March 2015 – Present
Appfolio is a SaaS company helping small and mid-size business grow and succeed with cloud-based solutions.
Customer Success Manager, MyCase

- Prioritize user bug backlog from initial report to ongoing updates, expectations for resolution, verify acceptance criteria, check release notes, and follow-up with affected customers.
- Review feature gaps and write stories in PivotalTracker to translate user needs to engineers, delivering internal stakeholders tools or customers a more consistent user experience.
- Resolve 125 U.S.-based customer cases weekly by phone, email, and online chat to answer billing questions, log product feedback, and provide the best customer experience.
- Own end user role for product and UX teams to test third party integrations and new products to document user needs, evaluate designs, and test functionality.
- Develop three-part tier two escalation process for customer and engineering support to ensure proper ownership and under two hour response time to user issues.
- Analyze 135 cases of user feedback for billing with Product and UX to identify actionable data trends and prototype better solutions for customers to take online payments.

The Judge Law Firm   Irvine, CA, July 2014 – March 2015
The Judge Law Firm provides clients with legal services in real estate and HOA law throughout California.
Legal Assistant, Wells Law Group

- Managed and updated 200 cases from open to close from southern California property management clients for attorney and legal department review.
- Helped define guidelines with paralegals to review daily data reports, organize case information, and file necessary court paperwork to evaluate potential case value.

SKILLS & TOOLS

Product Relevant: customer experience, bug prioritization, user stories, pair programming, kanban, agile SDLC, user assurance testing, user research, workflow improvement
Project Management Tools: PivotalTracker, Trello, Github, InVision
Technologies Used: Salesforce, VirtualBox, Zapier, SendGrid, Microsoft Office, GoToMeeting
Web Development: HTML & CSS, Jekyll, Ruby, Ruby on Rails, Rails console, Heroku, Siteleaf CMS
Language: Vietnamese (Fluent)

SIDE PROJECTS

Personal Website: iampaulpham.com

- Built a website using Jekyll to host my projects taking on product, design, and developer roles.

ABC News App Product Review: https://projects.invisionapp.com/boards/AW3611OB93GFR/

- A mobile app review to explore features by following the user experience and product mindset.

Web Development Repo: www.github.com/PaulVPham

- List of web app projects to improve general product, design, and developer knowledge.

EDUCATION

University of California, Santa Barbara   June 2014
B.A. in History with Distinction in the Major and Honors

- Senior Honors Thesis Award 2013-2014: "Assured Commitment: Ngo Dinh Diem's Official State Visit, 1957"
- Member of Phi Beta Kappa, (top 4% from a graduating class 3,200)
- 3rd Place Winner at 2014 UCSB Research Colloquium in Humanities & Fine Arts (1 of 3 categories)