# 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 user stories in PivotalTracker to explain pain points to developers, delivering stakeholders improved tools or customers a more consistent user experience.
- Resolve 100 U.S.-based customer cases weekly by phone, email, and online chat to solve billing issues, log product feedback, and provide the best customer experience.
- 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.
- 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 support process for customer and engineering support to ensure the proper ownership and under four hour response time to user issues.

**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.

## SIDE PROJECTS

**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.

**Newsletter App**: http://learn-rails-paul.herokuapp.com/

- Rails app that connects to MailChimp and SendGrid APIs to store email addresses and track activity.

**Web Development Repo**: www.github.com/PaulVPham

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

## SKILLS & TOOLS

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

## 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)