



Date of birth 15/02/2001
Nationality Vietnamese
Languages Vietnamese
English
Dutch (learning)

CONTACT

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SOFT SKILLS

Time Management

Communication

Critical thinking

Openness to Feedback

Creativity

Empathy

Not afraid to face new challenges

HOANG TRUC LY PHAM

UX DESIGNER

With a solid foundation in research, prototyping, and UI design, I specialize in crafting engaging and intuitive applications and websites. I thrive on turning ideas into interactive, visually stunning realities, aiming to ensure that every project I undertake leaves a lasting impression.

EDUCATION

Bachelor of Communication and Multimedia Design (User Experience Design) 09/2019 - 07/2023

De Haagse Hogeschool

Courses

- Research and Design
- Project Shared Spaces
- Project Smart Society
- Programming

WORK EXPERIENCE

● **KLM** 02/2023 - 07/2023
UX Designer

- Research on a target group (students from HBO and WO).
- Design a prototype for the internship market application, which provides helpful information and guidance for the students who will join the internship market.
- Developed visuals elements for a pixel game.

● **Freelancer** 03/2024 - NOW
• Designing advertisement pages for agencies & startups in Vietnam

● **Primark** 02/2024 - NOW
Part-time Sale Assistant
• Help at the store & Giving advices to the customers

PROJECTS

● **The Platform Energy Transition - Gemeente Delft** 09/2022 - 02/2023

UX Designer - Student

- Design UI elements and logo for the application.
- Come up with the concept that the resident's views can be collected to generate feedback and motivate neighbourhoods to take action to reduce the Carbon emissions.

● **The Library Aanzet and Probiblio - Dordrecht** 02/2022 - 05/2022
UX Designer - Student

- Research on a target group (children aged 8 - 12).
- Design a library concept that triggers the kid's imagination and gives them a feeling of home, relatedness, excitement and joy as they immerse themselves in a new world of books.
- Create a floor map for the library and scale model.

HOBBIES

- Cycling, skating
- Learning programming languages
- Boardgames
- DIY things
- Arts

TECHNICAL SKILLS

Research and Data Analysis

- A/B Testing
- Usability Testing
- Proficient in using tools for data analysis [**SurveyMonkey, Heat-map Tools, Google Analytics**]

Design Tools

- Adobe XD
- Figma
- Photoshop
- Illustrator
- Balsamiq
- Webflow

Front-end Development

- HTML/CSS
- JavaScript

Microsoft Office Suit

- Word
- Excel
- PowerPoint

CAREER OBJECTIVE

Looking to obtain a position where I can apply my relevant coursework and passion for design to create a stimulating and attractive design for users. Additionally, I aim to enhance my skills in prototyping and visualizations while further developing myself professionally.

PORTFOLIO

[Visit my portfolio](https://lypham.super.site) (lypham.super.site) to explore my work and design projects.