David Pham

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WORK

SOFTWARE

UX SKILLS

**Salesforce
2019 - Present**

UX Designer

Worked on features for products across the Sales Cloud Porfolio:
- Salesforce Essentials
- Salesforce Inbox
- Einstein Activity Capture
- Revenue Intelligence
- Enterprise Territory Management
- Territory Planning

**Salesforce Maps
2017-2019**

Product Designer

• Collaborate with product management, engineering, and stakeholders to define, design, and deliver modern, functional interfaces for enterprise-level software
• Create wireframes, storyboards, user personas, and user stories to communicate design concepts
• Facilitate Friday "Awesome Afternoon" activities to promote design-thinking across departments
• Formulate and promote design patterns and language best practices
• Utilize existing design frameworks and create original design patterns focused on usability
• Employ Lean UX practices: concept > prototype > validate internally > test externally > learn > iterate
• Conduct contextual inquiries with customers both remotely and on location to observe and evaluate behavior with our products

- Accessibility audit

- Information Architecture

- Competitive and Comparative Analyses

- Heuristic Evaluations

- Persona Creation

- Prototyping

- Journey Mapping

- User Flows

- User Testing

- Sprint Facilitation

- Storytelling

- Survey Evaluations

- Wireframing

WORK

**Year Up Atlanta
2015-2016**

<u>IT Instructor</u>

• Facilitated courses in: Computer Hardware, Operating Systems, Project Management, and Network Infrastructure.
• Revised curriculums to meet the needs of students, corporate partners, and ACE accreditation requirements.
• Taught extracurricular, Web Warriors, for students to learn basic frontend development and how to host pages on Github.

**MailChimp
2012-2014**

<u>Support Technician</u>

• Replicated user issues in test environments and provided documentation to developers.
• Resolved more than 50 customer issues a day that dealt with HTML/CSS email campaigns, image, and email-client compatibility issues.
• Consistently surpassed average monthly ticket quota by 120%.

**AmeriCorps VISTA
2011- 2012**

<u>Technology Coordinator</u>

• Provided IT support and troubleshooting for hardware, software, web, and network issues.
• Created videos, online quizzes, guides, and live presentations to serve as engaging professional development workshops for teachers.

EDUCATION

**General Assembly
2016-2017**

<u>User Experience Design Immersive Student</u>

Georgia Aquarium | Dive Log Tablet App
Redesign the client's web app for iPad specifications. Met with stakeholders to refine the project vision, performed heuristics analysis to identify pain points, iterated user-testing sessions with dive tenders, and designed mock-ups of final user interface using SketchApp, InVision, Keynote, Trello.

**University of
Hawaiʻi at Mānoa
2006-2010**

<u>College Student</u>

• Reporter for campus paper, Ka Leo O Hawaii
• Earned BA in Journalism