





David Pham

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WORK

Salesforce 2019 - Present

UX Designer

Worked on features for products across the Sales Cloud Portfolio:

- 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

SOFTWARE



UX SKILLS

- 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**

IT Instructor

- 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**

Support Technician

- 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**

Technology Coordinator

- 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.
- Conceptualized and created school's first E-Yearbook using HTML, CSS, Javascript, jQuery as a way to offset traditional yearbook costs.
- Taught Technology Club how to use MIT's Scratch Programming and

EDUCATION

General Assembly 2016-2017

User Experience Design Immersive Student

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.

- Extracted necessary information that needs daily documentation.
- Compacted userflow into 3 dive types with their unique equipment sets.
- Wireframed easy navigation supported by user tests.
- Influenced design patterns based on object-oriented principles e.g. having time in/out of water as properties of diver object.

Fox Theater Refresh | Mobile Website

Designed a mobile site to increase ticket sales and social aspects of going to the theater. Usability testing and research had resolved a major pain point in the online ticket experience by reordering seating sections. Tools included Axzure, SketchApp, InVision, and Keynote.

- Focused layout design on "findability" of shows, events, ticket-purchases.
- Utilized pagination UI elements to help users understand where they are in checkout-process and provide sense of completion.

University of Hawai'i at Mānoa 2006-2010

College Student

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

HACKATHONS

MARTA Hackathon 2017: Rewards Integration

I took it on myself to guide others and plan out a strategy. I participated as a UX designer this time around instead of as a developer. I worked on heuristics and competitive analyses and created a survey to reaffirm our hypothesis regarding the impact rewards integrated into the MARTA app.

TOOLS

SurveyMonkey, Sketchapp, Invision, Keynote, Slack

Goodie Hackathon [Gentrification]: Acrefy

My team won second place in GoodieHack's Workforce Development/Entrepreneurship/Real Estate category in their Hacking Gentrification event at TechSquare Labs. We created a website that lets farmers rent land from homeowners to grow their crops. Think of it as an Airbnb to rent out land for farmers. I worked on the leaflet maps using javascript and learned how to convert them to ReactJS.

TECHNOLOGIES

HTML5, CSS3, ReactJS, NodeJS

STEAM Hackathon 2016: Potenza

For this ideation hackathon, I came up with an idea to help impoverished students get awareness to STEAM events around town. The idea is to build an app that caches event data using APIs from Eventbrite, Meetup, etc. to sync to their calendar apps. In addition to having an outstanding business case and being the only group to develop the frontend portion, we won 1st place.

Scenario: A student takes their phone to any place with Wifi, the app then syncs the events they're interested for their phone to be viewed offline. I was able to build the frontend interface which helped the marketing pitch and won first place.

TECHNOLOGIES

HTML5, CSS3, Bootstrap, Javascript

TESTIMONIAL

"Dave is a sharp tack who doesn't rest on his laurels. He is a problem solver to the core, able to uncover answers to technical questions as easily as he pulls insight from user research. I had the pleasure of watching Dave grow as a UX Designer during his tenure at General Assembly, and his skills are solid. He has a depth of character that he successfully translates into strong, focused collaboration and a drive to solve problems with attention to detail and clarity."

John Kay

Staff User Experience Design Trainer at The Home Depot