David Pham
UX Designer

Bē behance.net/phamous2day
github.com/phamous2day
in linkedin.com/in/phamdavid
twitter.com/phamous2day

phamdavid@outlook.com | thedavidpham.com

**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.

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.

Binders Boutique | Microsite
Created an e-commerce microsite for Binders Arts & Supply using Axure, HTML, CSS, Bootstrap grids, Javascript, and Keynote. Competitive analysis revealed many tools that substituted traditional filters (e.g. pen simulators). However persona model and user-testing revealed that focus on ease of navigation was more important. This project helped me be more cautious of featuritis.

**DigitalCrafts
2016-2016**

<u>Full-Stack Development Student</u>

HAL-lo Cam | Security Camera Portal
A login portal that stores security camera image feeds. AngularJS was leveraged to pull display data exclusively to each user's credentials. Node module bcrypt was use to further secure login credentials.

Pictionary | Socket.io Chat & HTML Canvas Drawing Game
Allows people to draw collaboratively across computers. Integrated Socket.IO and NodeJS to add bonus chat-functionality to become Pictionary with event-listeners to look for answer to "secret word."

CoffeeStore | e-Commerce store with security encryption
A fully working e-commerce site that allows users to register, login, and buy coffee as a monthly subscription service. Built with AngularJS on the frontend and Node.js on the backend leveraging Stripe Payments integration.

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 campaign, 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 to offset traditional yearbook costs.
- Taught Technology Club how to use MIT's Scratch Programming and Edubuntu.

College Student
- Worked as a Features Editor and Staff Reporter for campus newspaper.
- Interned at the Honolulu Advertiser as a Staff Reporter.

University of Hawaiʻi at Mānoa
2006-2010

UX SKILLS

Information Architecture, Persona Creation, Prototyping, Journey Mapping, UserFlows, UserTesting, Sprint Facilitations, Storytelling, Wireframing

TECHNOLOGIES

UX
Sketch, Axure, InVision, POP, Toggle, Balsamiq, Adobe Creative Suite

Development
HTML5, CSS3, Javascript, jQuery, AJAX, Boostrap, AngularJS, ReactJS, PostgreSQL, Python, MongoDB, Express.js, Node.js, Socket.IO

Videography
OpenShot, Avid, Final Cut Pro, Adobe Premiere

HACKATHONS

<u>Emory Hackathon 2017: Karaoke App</u>

Karaode is a karaoke web app. It allows users to search for songs from YouTube, then rips the vocal track and displays lyrics to the songs. Other functionalities include: collect songs in a queue, play songs, pause songs, remove songs from queue.

I had 3 roles for this hackathon:
• Sprint Facilitator / Scrum Master
• UX Designer
• Frontend developer

TOOLS
SketchApp, InVision, HTML, CSS, Javascript, youtubeinmp3 API, Youtube API

<u>MARTA Hackathon 2017: Rewards Integration</u>
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
Free Online Survey, Sketchapp, Invision, Keynote, Slack

<u>Goodie Hackathon [Gentrification]: Acrefy</u>
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.

TECHNOLOGIES
ReactJS, NodeJS, HTML5, and CSS3

<u>STEAM Hackathon 2016: Potenza</u>
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.

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