





David Pham

UX Designer

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

phamdavid@outlook.com | thedavidpham.com

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, Bootstrap, AngularJS, ReactJS, PostgreSQL, Python, MongoDB, Express.js, Node.js, Socket.IO

Videography

OpenShot, Avid, Final Cut Pro, Adobe Premiere

JOBS

MapAnything 2017-Present

UX Designer

- Assess project requirements, constraints, feasibility of development with multiple Product Managers for each design project.
- Conduct heuristics, competitive and comparative analyses.
- Coordinate usability testing with multiple departments (sales, support, solution engineers, etc.) to gather insights on how well future products would be easy to sell, learn, and maintain.
- Design clickable-prototypes and style guides to help refine vision of products.

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 Edubuntu.

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

Emory Hackathon 2017: Karaoke App

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

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

Free Online Survey, 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

ReactJS, NodeJS, HTML5, and CSS3

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.

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