David Pham

phamdavid@outlook.com
linkedin.com/in/phamdavid
tinyurl.com/thedavidpham
behance.net/phamous2day

WORK

**Salesforce
2019 - Present**

Product Designer

Worked on Salesforce Inbox, Essentials, Einstein Activity Capture, and Enterprise Territory Management.

• Manage all aspects of a project from start to finish, working with both onsite and distributed team members to ensure on-time project delivery
• Used multiple approaches, including analytics and user research, to drive decisions and develop product iterations
• Communicate ideas to a wide variety of stakeholders, lead discussions and creative activities, and build consensus while dealing with ambiguity

**Salesforce Maps
2017-2019**

Product Designer

Worked on Salesforce Maps core, Live Tracking, Advanced Routes, Territory Planning, and Mobile.

• 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
• Utilize existing design frameworks and create original design patterns focused on usability
• 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

<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