





# David Pham

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## WORK

### Salesforce 2019 - Present

#### Product Designer

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

- Managed 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.
- Communicated with multiple departments to synthesize best frictionless solutions.

### Salesforce Maps 2017-2019

#### Product Designer

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

- Collaborated with product management, engineering, and stakeholders to define, design functional interfaces for enterprise-level software specializing in geolocation and routing optimization.
- Complied with Android and iOS mobile best practices and native design integrations.
- Cooperated with accessibility, localization, and ethics teams to add extra polish to designwork.
- Conducted 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.

# EDUCATION

**General Assembly**  
**2016-2017**

## User Experience Design Immersive Student

Georgia Aquarium I 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  
Hawai'i at Mānoa**  
**2006-2010**

## College Student

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