

Ha Phuong (Phoenix) Pham

Melbourne, VIC · 0413 127 188 · haphuongpham127@gmail.com · [LinkedIn](#) · [Portfolio](#)

PROFESSIONAL EXPERIENCE

CMS Application Development | Monash Industry Experience

Jul 2023 - Nov 2023

Business Analyst - Front-End Developer

- Developed an end-to-end web application with a business landing page, customised CMS, admin authorisation, and membership subscription features utilising CakePHP framework.
- Managed technical requirements and tracked project progress using Trello.
- Collaborated closely with the client through constant emails, meetings, and interviews via Zoom.
- Created high-fidelity prototypes, user journeys, and user stories using Figma and LucidChart.
- Conducted user acceptance testing and incorporated client's feedback.
- Led front-end development and ensured responsive, user-friendly interfaces aligned with business aesthetics using HTML, CSS, JavaScript, and Bootstrap.

TeaMWork Internship Program | PT Analis Keamanan Siber

Jun 2023 - Jul 2023

Project Intern

- Collaborated with a multicultural team of students from Monash University (Australia and Malaysia) and the University of Warwick (UK) via Teams.
- Conducted extensive market research on SOC services in Indonesia, analysing competitor and industry trends.
- Created a comprehensive written report and publishable infographic summarising findings and recommendations.
- Developed and presented actionable insights for market entry and identified key target customers. ([Video](#))

PROJECTS

Hiking Application Prototype Design

May 2023

- Designed a high-fidelity hiking app prototype in Figma, focusing on trail maps and user reviews.
- Conducted user research via Google Forms questionnaires.
- Analysed collected data with Microsoft Excel to guide the design and feature selection of the application.
- Applied Norman Heuristics and Schneiderman's Golden Rules to develop a user-centric prototype from low to high fidelity.

EDUCATION

Monash University | Clayton, VIC

Mar 2021 - Dec 2023

Bachelor of Information Technology, Major in Business Information Systems

- Notable courses: Databases, Web Databases Interface, Usability, Business Decision Modelling, Data Visualisation, IT Project Management, IT Strategy and Governance, Programming Fundamentals in Java

VOLUNTEERING

Help Desk Officer | Virtual Engineers Summit - Code Like a Girl

Aug 2024

- Provided technical support via video/voice chat.
- Monitored chat rooms and inboxes to assist attendees with issues using the platform.
- Answered queries and navigated attendees to sessions during the event.

Event Assistant | DigiFrontiers - AVL D

May 2024

- Provided essential support to event organisers in managing logistics and overseeing the volunteer team.
- Assisted with guest check-in and stage coordination.

Student Ambassador | Monash University, Faculty of Information Technology

Aug 2022

- Greeted, assisted and guided visitors around the campus.
- Answered queries and shared detailed information on academic programs and campus life.

SKILLS

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| • Web Development & Programming | HTML · CSS · JavaScript · Java · PHP · SQL |
| • Frameworks & Tools | Bootstrap · Figma · Canva · Git · Trello · WordPress |
| • Data Analysis & Visualisation | Tableau · VBA · Excel |
| • Business & Governance Framework | Agile · ITIL · COBIT |