

# CHI QUE PHAM

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## EDUCATION

**Georgia Institute of Technology** | Master's of Science in Digital Media Expected 05/2027

- Relevant coursework: Design Ethics (framework development), Principles of Interaction Design, Educational Technology, Discovery & Invention (qualitative research methods)

**DePauw University** | Bachelor's of Arts in Media 05/2025

- IT Associate Program (ITAP): Training program in applied digital technology (Excel, CMS, Graphic Design)
- ASIANetwork Conference 2025, IAFOR Undergraduate Research Symposium 2025, Student-Faculty Summer Research Awards 2022 & 2024, SPJ MediaFest22

## PROJECT

**UX Researcher** | CS6460: Educational Technology, GA Tech 08/2025 – now

- Recruit and conduct learner (user) **interviews** with K-12 students, educators and parents to gain insights into children's technology use in informal learning environments and how it impacts the classroom experience
- Implement **mixed-method, small-scale usability studies** to determine prototype's accessibility features
- Collaborate with 3 engineers to develop and present a product aimed at improving digital literacy

## WORK EXPERIENCE

**Research Student (UX)** | Expressive Machinery Lab, GA Tech (Dr. Brian Magerko) 08/2025 – now

- Conduct **content analysis** and **qualitative coding** of learning experience videos on **MaxQDA** to evaluate AI artifacts that the lab has developed and exhibited
- Assist in NSF-awarded research that fosters AI literacy in creative, informal learning spaces for children

**Research Assistant** | NEH Grant "Business Meets Humanities", DePauw University 01/2025 – 01/2025

- Conducted **secondary research** to generate materials for Dr. Amy Eremionkhale's "Data Storytelling" and Dr. Ryan Rudderham's "Economy and Fiction" courses, supporting a new **Philosophy, Politics & Economics minor**
- Co-designed **focus groups** of students in Computer Science, Finance, Education and Business Analytics to evaluate learning assessments (in-class writing and discussion, case study and pitch deck assignments)

**Research Assistant** | DePauw University (Dr. Pauline Ota, Art History) 06/2023 – 08/2023

- Categorized teaching and research materials in **Excel**, including museum-goer reports, artist directory, and media releases from January to June 2023 (newsletters, gallery press, show critiques)
- Refreshed "Issues in Museum Studies" and "Women and East Asian Art" syllabi by adding viewing materials

**Web Design Intern** | DePauw University Communication & Theater Department 09/2022 – 12/2022

- Designed a new **landing page**, re-arranged subpages and filtered unlisted posts as part of the **Department's website** update to meet accessibility guidelines and branding
- Developed a **step-by-step document** to help faculty and staff navigate BigTree **CMS** and streamline news posting
- Researched and reported content across different liberal arts colleges' websites to suggest future web features, with ultimate goal to boost student-faculty collaborations

**Marketing Photo-Video Production Intern** | The Children's Museum of Indianapolis 01/2025 – 04/2025

- Contributed to the 2025 **brand refresh** by producing 7 video projects for web visitors and interactive programs
- Optimized multi-media assets in DAMS (**Microsoft SharePoint**) for efficient sharing across teams and clients

## SKILLS

**Methods:** User Interview, Cultural Probe, Prototype, Usability Testing, Content Analysis, Qualitative Coding

**Tools:** Adobe Creative Suite (Photoshop, Premiere Pro, Animate), p5.js, Lucidchart, Figma, Google Gemini, NotebookLM. Familiar with MaxQDA, Qualtrics, HTML/CSS and React.js.