

FRANCIS PHAN

PRODUCT DESIGNER

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SKILLS + TOOLKIT

Design:

Figma

UX Design

Interaction + UI Design

Wireframing + Prototyping

Design Systems

Webflow

Adobe Creative Cloud

3D Design

Blender (Software)

Branding + Identity

Video + Photo Editing

Final Cut Pro

Miro

Accessibility Design

Software as a Service (SaaS)

User Research:

Interviews + Surveys

QA Testing

Usability + Concept Testing

Qualitative Analysis Methods

Quantitative Data Collection

Competitive Analysis

User Journeys

Data Analysis

Miscellaneous:

C/C++

Machine Learning

Jira Atlassian

App Development

Notion

Generative AI

Agile Methodology + Scrum Methodology

Stakeholder Management

Languages:

English (Native)

Vietnamese (Fluent)

Spanish (Conversational)

French (Conversational)

PROFESSIONAL EXPERIENCE

Product Designer @ Vantage Point Consulting Inc.

May 2022 - January 2023 | Washington D.C. (Remote)

- Developed and shipped a youth career pathways advising platform from 0 - 1, currently deployed with regional and national partners, adhering to data-driven product development requirements in collaboration with engineers, product managers, and stakeholders.
- Influenced product requirements by presenting product stories to users, teams, and stakeholders to receive feedback and identify opportunities to build on previous work.
- Designed intuitive user experiences from user research to wireframes, high-fidelity mockups, and prototypes for web platforms to achieve business, experience, and technology goals.

UI/UX Designer @ VCU Brandcenter

August 2021 - May 2023 | Richmond, Virginia

- Partnered with art directors, copywriters, brand managers, and strategists in a simulated agency setting to conceptualize and implement immersive experiences and digital products. Successfully addressed intricate challenges for live clients, including Barclays, Oatly, Omsom, Shenandoah Joe, and Massey Made.

Digital Designer @ Virginia Commonwealth University

August 2021 - August 2022 | Richmond, Virginia

- Led a project focusing on information architecture to update the university's central student organization website while aligning it with university branding guidelines and UX principles.
- Assisted in developing content strategies and graphic design assets for VCU's internal marketing team to drive student engagement at Virginia Commonwealth University across multiple channels to maximize reach and engagement to meet business goals.

Freelance Web Designer @ Freelance

September 2020 - February 2024 | Remote

- Designed visually engaging and user-friendly websites, logos and graphics for local businesses, elevating customer awareness and engagement. Increasing total sales and product orders.
- Translated and enhanced brand identity into digital experiences, prioritizing responsive design and SEO optimization to meet each business's unique objectives.

EDUCATION

Virginia Commonwealth University - Brandcenter

M.S. Business/Branding: Experience Design

Virginia Commonwealth University

B.S. Interdisciplinary Science: Professional Studies

University of Hawai'i at Mānoa