

FRANCIS PHAN

PRODUCT DESIGNER

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SKILLS + TOOLKIT

Design:

- UI Design
- UX Design
- Visual Design
- Web Design
- Interaction Design
- 3D Design (Blender)
- Design Systems
- Information Architecture
- Branding
- Strategy
- Wireframing + Prototyping
- Design QA (BugHerd)

User Research:

- User Interviews
- Usability Testing
- Generative User Research
- Qualitative Analysis Methods
- Quantitative Data Collection
- Data Analysis

Miscellaneous:

- Programming (C++)
- Generative AI + Machine Learning
- Agile + Scrum
- Stakeholder Management

Tools:

- Figma
- Whiteboarding (FigJam + Miro)
- Adobe Creative Suite (Illustrator, Photoshop, After Effects, InDesign)
- Project Management (Jira, Asana, Trello)
- Notion
- Video Production (Final Cut Pro)

Certificates:

- Advanced Figma | *Designlab*
- Level Up with Figma | *Maven*
- The Art of Communication | *Domestika*

PROFESSIONAL EXPERIENCE

UX Web Designer @ AXS

January 2025 - Present | Charlotte, North Carolina

- Led modernization of Showtime CMS, improving asset organization, discovery, and bulk workflows to reduce friction for non-designers and enhanced efficiency across 350+ live entertainment venues.
- Spearheaded end-to-end user research from the ground up, engaging 10% of total clients to uncover insights that directly shaped the product roadmap to prioritize high-impact workflow improvements.
- Directed client workshops and design strategy for sports and entertainment venues, translating requirements into prototypes and design systems that ensured WCAG AA accessibility, responsiveness, and brand-aligned web experiences.

Web/Brand Designer @ Freelance

September 2020 - February 2024 | Remote

- Designed visually engaging websites, logos, and graphics for local businesses, translating brand identity into responsive, SEO-optimized digital experiences that increased customer engagement, awareness, and sales.

Product Designer @ Vantage Point Consulting Inc.

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

- Created a scalable, user-centered administrative portal for a career advising platform, deployed across six regional partners and supporting 100+ administrators through cross-functional collaboration.
- Improved user satisfaction from 30% to 85% by leveraging user research and collaborating with stakeholders to inform product decisions and enhance the user experience.

Digital Designer @ Virginia Commonwealth University

August 2021 - August 2022 | Richmond, Virginia

- Revamped the central student organization website, improving information architecture and modernizing the UI, driving a 27% increase in user engagement.
- Designed and executed marketing campaigns that engaged 25,000+ students by creating content strategies and visual assets for VCU's internal marketing team.

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