Phuc [Fook] Hong Phan

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SUMMARY

Results-focused and methodical UX/UI Designer with 6+ years background in project management and IT customer service. Proficient in problem-solving and designing intuitive precise experiences that are innovative, functional, and efficient.

SKILLS

UX/UI/Design Skills: Field Research, User Testing, Visual Design, Workflows, Affinity Diagramming, Information Architecture, Storyboarding, Wireframing, Rapid Prototyping, User Interface Design, Responsive Design, Project Management, HTML, CSS, Sharepoint, Wordpress

Tools & Technologies: Justinmind, Adobe XD, Figma, Sketch, Invision, Adobe CC, Photoshop, Miro

Interpersonal Skills: Adaptable, Analytical, Customer Service, Teamwork, Skilled Multi-tasker, Leadership

EXPERIENCE

Client Services Representative (UX/UI Designer)

Emory University, Rollins School of Public Health August 2019 – Present, Atlanta, GA

• Serves as UX/UI expert for all department’s website, intranet, and 100+ educational materials content

• Leads virtualization and design of IT orientation programs to Canvas LMS to adapt to COVID-19's impact on 2000+ students.
• Manages content design of school's intranet site and enterprise-level applications with 10+ departments materials.
• Redesigned and implemented 10+ virtual training programs for interns through Canvas Learning Management System.
• Designed 40+ interactive and visual knowledge articles for users to troubleshoot common issues in ServiceNow platform.

UX/UI Designer

UNAVSA, Website Redesign Project January 2019 – August 2020, Remote

• Led design team to recreate 2 websites: developed overall vision, content strategic direction, templates, and branding guidelines.
• Conducted heuristic analysis of current sites and market research of 20+ trending industry websites for comparison.
• Facilitated research, interview, and testing of 30+ users to determine trends, priorities, and features to improve user navigation.
• Produced new user interface, user flows, wireframes, and mockups for individual pages every 2 weeks for review and testing.

UX Designer, Project Manager

Brightmill Labs, SpeakerPipe Project January 2020, Atlanta, GA

• Led team of 6 members to design 3-sided digital marketplace platform that allows event organizers, sponsors, and speakers to explore local events and produced interactive prototype with hi-fi mockups within 2 weeks.
• Conducted industry research, competitive analysis, comparative analysis with 10+ similar platforms and conducted daily client meetings to review produced demos, strategy, and future iteration and technical requirements.
• Developed proto personas, user flows, wireframes, interactive prototypes, and performed usability testing within 2 weeks.

User Experience (UX) Designer Fellow

General Assembly November 2019 – January 2020, Atlanta, GA

• Completed an immersive User Experience Design program that included 400+ hours of professional training. Completed end-to-end agile projects and built creative products based on user needs utilizing the UX process
• Atlanta BeltLine Guide Project: Led a team of 5 as the project manager to design an interactive product for the BeltLine to help users discover local businesses and locations of interests.
• Conceptualized and designed a micro e-commerce site with an efficient checkout process within 2 weeks.

Office Manager

Foundation for Economic Education February 2016 – March 2019, Atlanta, GA

• Assisted with the design and logistics coordination of 13+ annual summer programs for 6000+ total attendees.
• Planned the relocation, designed, and managed the inventory system for our internal storage warehouse of 700,000+ books.

EDUCATION

UX Design Immersive Certificate: UX Design

General Assembly • Atlanta, GA • 2020

Linguistics

Emory University • Atlanta, GA • 2015