

Brian Pham

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SUMMARY

UX/Product Designer with experience designing and delivering end-to-end digital experiences across web and mobile applications. Applies a user-centered, data-informed design process to translate user needs into intuitive, scalable product solutions. Collaborates cross-functionally with product and engineering to create accessible experiences that drive impact.

DESIGN WORK EXPERIENCE

Ingram Micro | UX/UI Designer (Contract) | Irvine, CA

June 2025 - January 2026

- Led end-to-end redesign of Ingram Micro's internal B2B email marketing tool by applying a user-centered, data-informed design process, translating user needs into scalable product improvements for 279+ global users.
- Iterated and enhanced 2 user journeys by rapidly concepting solutions at varying levels of fidelity, improving navigation and content creation efficiency by 20% through data-informed insights from 6+ usability testing sessions.
- Partnered closely with 4 engineers by presenting prototypes, validating design iterations from user research, and discussing project goals and tradeoffs, resulting in the hand-off of 5 high-fidelity wireframes.
- Refined 5 email marketing templates by leveraging the company design system to ensure a cohesive brand identity.

Vietnamese American Youth Alliance | UX Design Intern | San Diego, CA

June 2024 - January 2025

- Collaborated cross-functionally with design and engineering teams to create user-centered designs that enhance the branding and accessibility of the Lunar New Year Festival website, serving over 25,000+ annual attendees.
- Proactively incorporated constructive feedback from design reviews to iterate event schedules and vendor page web pages, improving the overall experience and increasing user engagement by 70% in A/B testing.
- Applied data-informed design process, synthesizing insights from 10+ user testing sessions to inform design decisions that align with user and business needs.

Travel Hotline | UX/UI Design Intern | Atlanta, Georgia (Remote)

June 2024 - September 2024

- Optimized user journey mobile onboarding screens based on insights from user research involving 50+ participants, reducing onboarding friction and improving completion rates.
- Developed design strategies that balanced both startup owner objectives and user needs by carefully synthesizing insights, conducting primary research, and conducting secondary research to create impactful design decisions.

INVOLVEMENT & PROJECTS

Association for Computing Machinery | UX Designer | La Jolla, CA

January 2024 - June 2025

- Collaborated with developers and product manager as the sole designer to create effective and feasible design solutions aimed at enhancing the website's objective to improve the promotion of events for over 2,000+ club members.
- Coordinated closely with developers during bi-weekly meetings to iteratively improve web page designs by considering technical constraints and consistently gathering feedback on implementation viability.

Computer Science & Engineering Society | UX Designer | La Jolla, CA

November 2024 - June 2025

- Prototyped and revamped a live classroom polling application with 1 other designer to streamline attendance tracking for professors and enhance student engagement, a product catered to a lecture class of over 160+ students.
- Presented design specifications to 8 developers and the engineering manager by developing sketches, mockups, and prototypes to support development and documentation.

EDUCATION

University of California, San Diego | La Jolla, CA

- Bachelor of Science: Cognitive Science (Specializing in Interaction Design) GPA: 3.93

SKILLS

Skills: User-Centered Design, Wireframing, Prototyping, User Testing, User Research, Information Architecture, Visual Design

Tools: Figma, Sketch, Adobe Creative Suite, HTML, CSS, Microsoft Office, Excel, PowerPoint, Word, Jira