FRANCIS PHAN

PRODUCT DESIGNER

francistphan.com

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SKILLS + TOOLKIT

Design:
UX Design
Interaction + UI Design
Wireframing + Prototyping
Design Systems
Figma
Webflow
Adobe Creative Suite
3D Design
Blender
Branding + Identity
Video + Photo Editing
Final Cut Pro
Miro
Accessibility Design

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

Languages:
English (Native)
Vietnamese (Fluent)
Spanish (Conversational)
French (Conversational)
Japanese (In Progress)

PROFESSIONAL EXPERIENCE

Product Designer @ Vantage Point Consulting Inc.
2022 - 2023 | Reston, Virginia

- 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
2021 - 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.

Visual Designer @ Virginia Commonwealth University
2021 - 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
2020 - Present | Remote

- Designed visually engaging and user-friendly websites 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