HOPE PHAM

hopepham@yahoo.com   hopepham.xyz   Linkedin/in/hope-pham

Professional Summary

Innovative and detail-oriented UX/UI Designer with extensive experience in user-centered design, website optimization, and strategic content development. Adept at leveraging design tools such as Illustrator, Photoshop, and Figma to create engaging and accessible user experiences. Proven ability to collaborate effectively with cross-functional teams to deliver projects that exceed client expectations and enhance user engagement.

Experience

Freelance Graphic and UX Designer (Volunteer)   *Jan 2021- Present*
Remote

- Collaborated with small local businesses to design websites and mobile interfaces that enhanced user experience and customer engagement.
- Conducted user research and usability testing, aligning designs with user needs and business goals.
- Developed wireframes, prototypes, and responsive layouts using tools like Figma and Adobe XD to deliver cohesive and accessible digital experiences.
- Provided branding and design services to improve the businesses' online presence and effectively communicate their mission and values.
- Volunteered design expertise to help local businesses grow and succeed in their digital transformation efforts.

Teacher Assistant   *Sep 2021 - Dec 2021*
Columbia College Chicago | Chicago, IL

- Collaborated with lead professors to create and implement engaging activities and assignments, resulting in an increase in student participation and engagement.
- Assisted in fostering effective classroom management techniques and cultivating a positive and inclusive learning environment, improving overall student satisfaction.
- Monitored and assessed student progress, providing personalized support and guidance to students, leading to an improvement in student performance.
- Organized discussion materials and led engaging and productive student group discussions, enhancing the learning experience and facilitating knowledge retention.

UX and Web Designer Internship   *Jun 2020 – Aug 2020*
Awakenings | Chicago, IL (Remote)

- Revamped website user interface, user flow, and navigation structure, resulting in increased user engagement and a reduction in bounce rate.

- Collaborated with the marketing team to develop innovative strategies using meta tags and identifying relevant keywords, boosting search engine optimization and increasing web traffic.
- Led the programming team in assembling and launching a virtual legacy exhibit, proposing mockup ideas and innovative concepts, and ensuring a unique and engaging user experience.
- Analyzed brand and user type, ensuring consistency, cohesiveness, and clarity throughout the website and brand, strengthening brand identity and user experience.

Graphic Designer   *Oct 2018 - May 2019*
College of Lake County Chronicle | Grayslake, IL
- Designed and illustrated dynamic graphics for newspaper articles, enhancing visual storytelling and reader interaction.
- Proposed and executed innovative design concepts, ensuring seamless alignment with editorial content and amplifying key messages through impactful visuals.

Education

Dual Degree: Master of Science, Human Resources Management and Development and Master of Science in Industrial and Organizational Psychology

National Louis University | Chicago, IL | Expected Graduation 2026
Relevant Course work: HR Management Profession and Its Role | Organizational Effectiveness and Development | Total Rewards | Talent Acquisition and Retention | Employment Law and Regulations | Perform Analysis and Measurement

Master of Arts in UX and Interaction Design
Columbia College Chicago | Chicago, IL | Graduated 2023

Bachelor of Fine Arts, Graphic Design and Marketing
Columbia College Chicago | Chicago, IL | Graduated 2021

Skills
Tools: Proficient in both Mac and PC | Microsoft Office Suite | Adobe Creative Suite | Figma Sketch | Miro |Canva
Design: Persona | Storyboarding | Wireframing | Prototyping
Research: Interview | Surveys | Usability Testing | User Journey Maps
Languages: HTML/CSS | JavaScript

Professional Affiliation
- Society for Human Resource Management (SHRM) Member | Since April 2024