



CHRISTINA PHAM

UX & PRODUCT DESIGNER

microcake.org | Berkeley, CA | (714) 310-7605

WORK EXPERIENCE

PRODUCT DESIGNER

AppDirect

October 2016-Present

- Create high-fidelity mockups of new product features for AppDirect's major b2b marketplace platform.
- Redesign and restructure information architecture of several major marketplace management features.
- Organize detailed interaction design flows and prototypes through Sketch and InvisionApp.
- Contribute new design patterns and styles to AppDirect's UI framework.

CREATIVE LEAD, GRAPHIC & PRODUCT DESIGNER

Humble Bundle

June 2014-October 2016

- Worked independently as Humble's sole designer for 11 months, managing all graphic assets and creative direction.
- Wireframe and create high-fidelity mockups for all of Humble's new products and their features.
- Work closely with engineers to ensure that high-fidelity designs are fully realized before hitting production.
- Design logos, marketing banners, layout guidelines, social media assets, and illustrations for all Humble products.
- Create print assets, such as fliers and large banners, for major conventions and promotional events.

UI & PRODUCT DESIGNER

Microcake Designs (Freelance)

June 2005-Present

- Design the branding visuals and marketing page for LaborVoice's subproduct, Symphony.
- Create visual design mockups for various Symphony features, such as client dashboards and data point annotations.
- Lead art direction, branding, and product design for an esports stream aggregate site StreamHive.com.

USER EXPERIENCE DESIGN INTERN

Sony Network Entertainment International

May 2013-August 2013

- Collaborate with engineers and producers to design interaction documents for the Playstation 4 registration flow and store.
- Ensure Playstation 4 and SEN Store designs were flexible and versatile for copy writing in different languages and regions.
- Design wireframes and user flow docs for consumer-facing mobile applications with a focus on media management.
- Maintain wireframes for the SEN mobile store, giving developers better documentation on interaction and UX specifications.

WEB APPLICATION ENGINEERING AND DESIGN INTERN

Intuit, Mint.com

May 2012-August 2012

- Direct the interface design as well as work on the front-end development of Mint's internal API documentation browser.
- Work with feedback from developers through demos and interviews to ensure that the UI were intuitive and easy to use.
- Core designer for Intuit's Intern Code Jam, providing wireframes, mockups, graphics, and consultations for all intern teams.

GRAPHIC DESIGNER

Mitchell International

March 2011-May 2012

- Create various digital assets and templates that became a staple for corporate branding and internal documents.
 - Provide user interface consultations and assistance in visual design for the e-reader mobile app, Industry Trends Report.
 - Coordinate and design emailers and landing page campaigns, reaching hundreds of potential clients and increasing leads.
-

EDUCATION

MASTERS OF INFORMATION MANAGEMENT & SYSTEMS

University of California, Berkeley

2012-2014

- Courses: UI Design & Development, UI Prototyping, Info Visualization, Web Architecture
- Cofounder and creator of Cal's game design club, GameCraft.
- InfoCamp speaker "Emotional Design: Going Beyond Usability" and "Videogame UI"
- 3.59 GPA and former Information Management Student Association (IMSA) Alumni Chair.

BACHELOR OF ART IN ART HISTORY, THEORY, AND CRITICISM

University of California, San Diego

2007-2011

- Courses: User Interface Design, Structures of Art, Modern Art Theory
- Researcher for David Kirsh on video UI design and William Huber on videogame behavior.
- 3.55 major GPA and Provost Honors recipient.

TOOLS

DESIGN

Sketch, Photoshop, Illustrator, InDesign, InvisionApp

WIREFRAMING

Sketch, Balsamiq, Axure

FRONT-END Dev

HTML5, CSS3