



Los Angeles
(714) 310-7605 · microcake2@gmail.com

Christina Pham

Employment History

Senior UI/UX Designer at Logitech (Streamlabs), Remote

June 2023 — Present

- Lead designs for multiple features on the flagship Streamlabs Desktop app, such as their recording and highlighting video clips tools, with a focus on increasing session length.
- Redesign administrative tools for managing app developers on Streamlabs to improve access to payments data, storefront management, and application reviews.

Principal Product Designer at Fandom, Remote

July 2022 — May 2023

- Lead redesign for Metacritic's ratings, design system, and hub pages to increase user acquisition and increase user activity.
- Work with UXR to create a full working prototype of the ratings system to analyze effectiveness of multiple rating systems optimized for mobile interactions.

Principal Product Designer at Crunchyroll, San Francisco, CA

March 2018 — June 2022

- Lead the end to end design process for the redesign of the Crunchyroll web experience, from early brainstorming sessions and vision-setting to execution for engineering implementation.
- Work with cross-functional stakeholders to advocate for design decisions with the focused goals of increased minutes watched and higher number of watchlist adds.
- Drive user research goals with the UXR team, helping craft moderators guides and creating prototypes for multiple tests across different stages of the design lifecycle.
- Oversee design quality and consistency among 8-10 designers across all Crunchyroll products: web, mobile, and living room apps.
- Drive design initiatives across adjacency teams to increase visibility and monetization of non-streaming revenues such as events, merchandise sales, news, and manga.

Product Designer at AppDirect, San Francisco, CA

October 2016 — March 2018

- 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.

Creative Lead, Product Designer at Humble Bundle, San Francisco, CA

May 2014 — October 2016

- Wireframe and create high-fidelity screens for all of Humble's products and redesign efforts, working cross-functionally across ops, engineering, and product to achieve sustainable designs.

Links

[Portfolio](#)

[LinkedIn](#)