David Pham
Product Designer

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- 5+ YOE, ex-Salesforce | Location Intelligence & Enterprise Software - Building UIs that empower location-driven businesses.
- 11x hackathon participant; won 2 competitions for best execution and best overall.
- Aspiring Etsy apparel entrepreneur.

EDUCATION

BA, Journalism
University of Hawai'i at Mānoa

UX Certificate of Completion
General Assembly

UX/UI EXPERIENCE

Staff Product Designer
Salesforce

(3 yrs) Jun 2019 - Mar 2023

• Streamlined user experiences & boosted efficiency: Owned projects for Salesforce Inbox, Essentials, Revenue Intelligence, Einstein Activity Capture, and Enterprise Territory Management, delivering impactful features that improved usability and workflow.
• Championed collaborative execution: Led cross-functional teams, bridging the gap between onsite and distributed members to ensure seamless project delivery and hit deadlines consistently.
• Data-driven decision-making: Leveraged comprehensive analytics and user research to shape product iterations, prioritizing features that delivered maximum value.
• Effective communication & stakeholder engagement: Fostered clear communication across diverse stakeholders, leading discussions, guiding creative activities, and building consensus even in uncertain situations.

Product Designer
Salesforce Maps

(5 yrs) Jun 2017 - Mar 2023

Technical Design (Front-End):
• Crafted dynamic, responsive UI components for Salesforce Maps core, Live Tracking, Advanced Routes, Territory Planning, and Mobile Frontend, ensuring seamless compatibility with the full product suite.
UX Design:
• Partnered with product managers, engineers, and stakeholders to define, design, and iterate on intuitive and efficient interfaces for complex enterprise software.
• Transformed user needs into engaging wireframes, storyboards, user personas, and user stories, effectively communicating design concepts and driving consensus.
• Conducted in-depth contextual inquiries with customers, both remotely and on-site, to observe and analyze real-world usage, informing design decisions that enhance user experience and drive product adoption.

UX Consultant
Georgia Aquarium

(1 month) Feb 2017

Led the redesign of the Georgia Aquarium Dive Log app for iPad, optimizing the experience for dive tenders. By applying Google Venture's "Sprint" methodology, I:
• I transformed the interface into a clean, intuitive layout optimized for the iPad's larger screen.
• Prioritized information architecture and interaction design to improve data access and task flow for dive tenders.

SKILLS

Design
Interaction Design, Rapid Prototyping, Design System, Sketching, Storyboarding, Responsive Design, Visual Communication, Wire-framing

Development
HTML, CSS, Bootstrap, Javascript, Storyboard, VueJS

Research
Accessibility Evaluation, Affinity Diagram, Card Sorting, Cognitive Walkthrough, Competitor Analysis, Contextual Inquiry, Ethnography, Focus Group, Heat Mapping, Heuristic Evaluation, Information Architecture, Interviewing, Persona Hypothesis, Quantitative Data Analysis, Usability Evaluation, User Surveys, Workshopping

Tools
Figma, Sketch, InVision, Abstract, Zeplin, Marvel, Balsamiq, Photoshop, Illustrator, Pendo, Github, Jira