



Professional Design Experience

EY (Ernst & Young)

Title: UX Designer
November 2019–present
Fulton Market, Chicago, IL

I work under EY's Microsoft practice within the Digital Data & Analytics domain. As a UX designer, I am participating in EY's new transformative business model called NextWave. My work with the firm helps transform and simplify businesses and workflows on a global scale. My primary function at EY is to design and enhance new and existing user experiences to improve a product's usability, accessibility, and desirability.

Duties include:

- Produce wireframes and prototypes to enhance engagement and satisfaction that users derive from client products
- Research & utilize user needs and journeys to execute design efforts
- Participate in brainstorming, critiques and other collaborative sessions alongside multidisciplinary teams.
- Leverage growing knowledge and staying up-to-date with current UX trends and tools.
- Develop design documentation (e.g., style guides, pattern libraries, etc.)
- Develop high-fidelity designs and interactive prototypes
- Assist with presenting to and collaborating with clients and internal stakeholders.

Designation

Title: UI/Visual Designer
September 2017–February 2018
Chicago, IL

Designation is an intense, 18-week UI/UX design bootcamp that I attended to gain valuable professional design skills and experiences. I worked with a team of designers to apply design skills for real-world design problems. I developed and maintained design systems for digital products utilizing agile methodologies.

Duties included:

- Define and develop visual directions, branding, and design systems
- Perform visual research & competitive analyses
- Conduct desirability and usability testing
- Create low- to mid-fidelity UI wireframes & high-fidelity prototypes

Project Highlight: [Charactour](#)

A character matching system that matches users to characters within the entertainment industry through a personality quiz. Our challenge was to design a mobile application and focus on the personality quiz, characters, and social media screens.

Project Highlight: [Packed with Purpose](#)

A B2B gifting service for individuals and businesses, featuring products sourced from sustainable and impactful purveyors while delivering a high-quality, premium package. Our challenge was to redesign their website to increase the focus on the B2B aspect of the service, while maintaining the qualities of impact, sustainability, and premium appeal of the brand.

anomalyft

Title: Freelance Product Designer
June 2019–present
Remote

anomalyft is a fitness logger app that enables fitness enthusiasts and gym-goers to log and track their progress during their workouts. The app is meant to be a companion for the user while he/she works out. The app essentially replaces the need for a gym-goer to carry a notebook to manually log their progress.

Duties included:

- Provide guidance and recommendations for the UI/UX of the app by utilizing heuristic evaluations
- Conceptualize, sketch, and wireframe digital products
- Perform user research focusing on competitive apps and market trends
- Design native mobile apps utilizing Apple Human Interface and Material Design guidelines
- Create high-fidelity designs and interactive prototypes
- Design responsive UI components and interactions
- Create visual design systems and branding guides
- Conduct usability testing and user interviews.

Federated Digital Solutions

Title: Creative Designer
October 2016–September 2017
Mishawaka, IN

I worked as a designer for Federated Digital Solutions, Federated Media, and associated radio stations. I managed 90% of the creative request system, taking on various digital and print graphic design projects.

Duties included:

- Graphic design for station promotions, contests/events, and digital ad campaigns
- WordPress publishing for station websites
- Collaboration on special requests with the department manager and creative director.

I also designed digital graphics, signage, merchandise, and branding for major events including [Big Growl Six](#) and the 23rd B100 Birthday Party.

The Elkhart Truth

Title: Graphic Designer
September 2015–May 2016
Elkhart, IN

I was one of four designers within the Creative Services department.

Duties included:

- Managing creative requests provided by external clients and internal stakeholders/sales reps.
- Graphic design for print and digital mediums
- Paginate the Classifieds section.

I also worked on special projects assigned by the creative services manager, such as the "Best of Elkhart" promotion tab, where I designed the branding, graphic and layout design, and pagination of the tab.





Philip D. Gallam

Visual and Product Designer
UI | UX | IxD | Web | Mobile



gallam.design/work



phil@gallam.design



linkedin.com/in/philipdgallam

Education

Purdue University

West Lafayette, Indiana
Bachelor of Science in Computer Graphics Tech.
August 2010 - August 2013
GPA: 3.23

During my academic career, my main focus of study was primarily game design with a concentration in 3D modeling and animation. My secondary focus of study was graphic/web design. I've become proficient with multiple tools and software of the industry, including: Unity, Photoshop, Illustrator, After Effects, Dreamweaver, Autodesk Maya, Blender, ZBrush, Audacity, and other tools to complete projects ranging from game design to industrial design to graphic design.

Skills

UI/UX Design
Interaction Design
Mobile Design (iOS/Android)
Web Design
Visual Design
Front-End Web Dev.

Usability Testing
Interactive Prototyping
User Research
Competitive Analyses
Heuristic Evaluations
Site Maps

Moodboards
Style Tiles
Style/Brand Guides
Microinteractions
Wireframing
High-Fidelity Design

Graphic Design
Logo Design
Branding
Layout Design
Photography
Sketching

Tools & Software



Sketch



Zeplin



Photoshop



Acrobat



InDesign



Illustrator



InVision



Principle



Power Apps



Webflow



Keynote



JIRA/Confluence



XD



Animate



After Effects



HTML/CSS

Industry Knowledge

Design Systems
Agile (Scrum) Methodologies
Design for Wearables
Atomic Design
Accessibility Standards
Responsive Web

Google Material Design
Apple Human Interface Design
Iconography
Typography
Color Theory
Web Dev. Tools / Inspection

Soft Skills

Project Leadership
Team Leadership
Team Collaboration
Client Collaboration
Task Delegation
Task Management

UI/UX Interviewing
User Empathy
Presentations
Customer Service

Workflow Adaptability
Time-Management
Constructive Feedback
Supervisory Skills

Organization
Prioritization
Efficient
Authentic
Observational
Laser Focus

About Me

Hello! I'm Phil, a visual and product designer. I enjoy making a positive impact on people with design. With an unquenchable thirst for design knowledge and previous experiences in graphic design and retail, I learned to design for people, not for a bottom line. I want to build my skills to become a multifaceted designer and to help in my mission to design amazing digital products for my community, country, and the world. Outside of work, I love exploring new technology. When I'm not designing digital experiences, you'll find me composing and playing music of all kinds, learning about the latest tech trends, pumping some iron, and living a life of faith. Oh, and I'm nuts about coffee; can't forget about the coffee.

