FRANCIS PHAN

product designer

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EXPERIENCE

Product Designer @ Vantage Point Consulting Inc.

May 2022 - January 2023 / Reston, Virginia

- partnered with engineering teams and PM for implementation of optimal designs from end--end.
- designed user interfaces, prototypes, and wireframes to solve complex problems from business, experience, and technology perspectives while keeping the user at the forefront.
- presented product stories to teams and stakeholders to receive feedback and gauge perceptions, identifying opportunities to build on the previous work.
- created visual design documents including mood boards, storyboards, creative briefs, color design, iconography, illustrations, and pitch templates for a set of products and brand.

UX/UI Designer @ VCU Brandcenter

August 2021 - May 2023 / Richmond, Virginia

- worked alongside art directors, copywriters, brand managers, and strategists in a simulated agency environment to develop and execute immersive experiences, digital products, and 3D spaces for live clients: oatly, omsom, shenandoah joe, massey made.

Graduate Marketing Assistant @ Virginia Commonwealth University

August 2021 - August 2022 / Richmond, Virginia

- developed digital, graphic design assets to promote student programming and events at VCU.
- led a project focused on information architecture to modernize student organization websites and bring them in line with university branding guidelines and artistic direction.
- assisted in the development of content strategies and executed on them across multiple channels to maximize reach and engagement.
- worked with cross-functional teams of students, staff, and faculty to ensure content and design assets accurately reflected the university's brand and messaging.

EDUCATION

Brandcenter - Virginia Commonwealth University

M.S. Business: Branding/Experience Design '23

Virginia Commonwealth University

B.S. Interdisciplinary Science: Professional Studies '20

University of Hawai'i at Mānoa

SKILLS & TOOLKIT

product design	figma	english (fluent)
ux/ui design	atlassian jira	vietnamese (proficent)
ux research	adobe creative suite	french (conversatinoal)
product management	google workspace	spanish (conversational)
design systems	webflow	c++ (basic)
visual design	google analytics	
branding + identity	final cut pro	
product strategy	blender	