VIVIAN PHAM

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EXPERIENCE

ACCENTURE SONG   REMOTE
Sr. UX Designer / Digital Product Design Specialist   *Sept 2021 - Current*

Lead UX and service design for enterprise clients across technology, financial services, hospitality, and telecom, turning complex legacy systems into experiences that feel obvious in use, from discovery and stakeholder alignment through execution and handoff.

Highlights & Impact
- Cut agent navigation time 40% and increased upsell 18% by unifying a global hospitality client's fragmented multi-tool desktop into one central workspace
- Secured 5+ client engagements by translating abstract AI opportunity into 11 high-fidelity workflows across two commercial banking personas
- Delivered enterprise CRM MVP by restructuring sprints to have designs completed 1–2 sprints ahead of engineering and building a SLDS pattern library adopted across all product teams
- Reduced frontline onboarding 30% by consolidating 40+ telecom retail tools into a single research-validated platform
- Aligned 10+ cross-functional teams at a technology client through end-to-end accessibility process mapping, standardized reporting, and governance design

PENDING (EARLY-STAGE STARTUP · PRE-SEED)   REMOTE
Founding Product Designer   *April 2024 - Jan 2025*

- Designed the core product experience from concept to MVP, simplifying a traditionally complex process into an intuitive, self-serve flow for users.
- Owned core product flows including onboarding, property listing, discovery, landing and comparison
- Simplified comparison features by introducing a swipe-based interaction, reducing manual research and improving decision-making
- Partnered closely with CEO, CTO, and engineers in fast iteration cycles, designing alongside implementation
- Delivered an MVP demo used for accelerator and investor validation

UCANR   DAVIS, CA
Strategic Communications & Design Associate   *Mar 2020 - Dec 2020*

- Designed video, template, and brand assets for a public-facing social media kit used across global regions, creating for both everyday end users and enterprise stakeholders
- Conducted brand audit across all digital assets and created/updated brand guidelines to enforce visual consistency across the department
- Managed webpage content and catalog updates across multiple regional sites

SKILLS

DESIGN
Wireframing
Prototyping
Visual Design
Information Architecture
Design Systems
Accessibility
Service Design

RESEARCH
Surveys and Interviews
User Personas
Journey Mapping
Empathy Mapping
Usability Testing

TOOLS
Figma / Figma Make
UXPin
Adobe Creative Cloud
Adobe Firefly

TECHNICAL
HTML / CSS / Javascript
Data Visualization
ChatGPT
Claude / Claude Code
Github

BUSINESS STRATEGY
Project Management
Process Design
Business Writing
Requirements Gathering
Change Management
Organizational Design

EDUCATION

UNIVERSITY OF CALIFORNIA, DAVIS

*B.A. Design
Communications Minor
Emphasis on UX Design*