

Alexander Pham

Experience

AMAZON - ALEXA SKILLS KIT

User Experience Designer II, Sept 2021 - Current

- Led large scale design sessions to prioritize design initiatives for 2022-23
- Conducted 2 user research studies and 3 user tests
- Drove the redesign of 3 key experiences for the Alexa Developer Console
- Utilized analytics data, user research, and user feedback to inform design decisions

DELOITTE DIGITAL STUDIOS

Senior User Experience Designer, Aug 2018 - August 2021

- Designed a new customer web portal and updated an existing developer's portal based on a standardized style guide for a networking services company
- Worked as a sole UX designer to create a new mobile app and desktop experiences for a waste management company
- Used the full UX process to revamp the software risk assessment process for a retail client
- Created a new customer dashboard that visualizes mileage usage for an automotive client

SEATTLE TIMES

Interaction Designer, Mar 2018 - Aug 2018

- Used the double diamond design process to formulate a better experience for news readers and increase engagement
- Interviewed experts in the news industry and readers that were part of the target population
- Aided in the creation of a study guide to be used during interviews and user research

ACCENTURE

User Experience Architect, Mar 2012 - Nov 2012; Feb 2015 - Aug 2017

- Led a team of 4 UX architects
- Worked with business analysts and product owners to design the best experiences for an internal application and e-commerce website in an agile development environment
- Collaborated with fellow UX architects and leads to create a style guide for an e-commerce website for a major telecom provider
- Prototyped an interface with a team of UX designers in Axure 8 RP Pro

Creative Team Project Manager, Aug 2016 - Sept 2016

- Scoped upcoming sprints by collaborating with the project management and creative teams
- Mediated and resolved issues between the project management and creative teams so that UX architects could work with minimal guidance
- Discovered and selected initial and final designs by leading creative ideation sessions

Business Analyst, Nov 2014 - Feb 2015

- Developed experiences for an e-commerce website for a major telecom company
- Collected functional requirements for the client's e-commerce website through design and requirements meetings with the client
- Trained and mentored 2 business analysts

Test Lead, Nov 2012 - Mar 2013 ; Visual Test Lead, Mar 2013 - Oct 2014

- Formed visual test plans for a major toy company client's major websites
- Collaborated with functional and technical leads to resolve defects
- Created, reviewed, and executed test scripts and reported defects

Contact

Website

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Email

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Skills

Affinity Diagramming

Axure Prototyping

Business Analysis

Interaction Design

Paper Prototyping

Responsive Design

Semi-Structured Interviews

Storyboarding

User Experience Design

User Flows

User Requirements Gathering

User Testing

Wireframing

Wizard of Oz User Testing

Tools

Axure RP Pro

Figma

Illustrator

InDesign

Invision

Microsoft Office

Sketch App

Education

UNIVERSITY OF WASHINGTON

Human Computer Interaction + Design

Master's Degree, Sept 2017 - Aug 2018

UNIVERSITY OF WASHINGTON

Human Centered Design and Engineering:

Human Computer Interaction

Bachelor of Science, Aug 2007 - Mar 2011