

Peter Pham

UX/Product Designer

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SUMMARY

- UX Designer with 4+ years of experience leading the design execution of B2B/B2C products across fintech and healthcare industries at award-winning agencies for Fortune 500 companies such as JPMorgan Chase, Apple, and T-Mobile.
- Developed design strategies that helped business grow 11% YoY by treating design like a science: data-informed, accessibility compliant, and AI-assisted efficiency.
- Expertise in product strategy, interaction design, and AI workflows using Figma and Claude.

EXPERIENCE

User Experience Designer, Panda Restaurant Group *[Contract]*

07/2026 — Present

- Directed end-to-end UX as sole designer on Panda Restaurant Group's next-generation corporate website, conducting deep user research, reimagining information architecture, and establishing 8 reusable page templates.
- Structured an answer-engine optimization system of FAQ modules, structured headings, and snippet-friendly sections, consolidating fragmented third-party content into one verified source so search and AI engines return accurate Panda facts to media and candidates.
- Built a reusable UI kit and interactive prototypes validated through usability QA testing, equipping developers with WCAG-compliant, and annotated Figma specs for implementation.

Product Designer, Kettle

07/2024 — 08/2025

- Reduced T-Mobile customer service agent note-taking time by **56%** by leading UX strategy, interaction design, and usability testing workshops for an AI-generated summary tool.
- Improved T-Mobile's mobile app shortcut usage by **88%** by creating user flows, high-fidelity interactive prototypes in Figma informed by usability testing data to make design decisions.
- Increased signup rates by **20%** by leading redesign of Apple's health management product, leveraging AI tools to synthesize research and building a scalable, accessible design system.
- Facilitated workshops and presented design rationale to drive alignment and inform product decisions with PMs, engineers, and stakeholders on balancing user needs, business requirements, and technical constraints.
- **Clients include:** T-Mobile, Apple, Mailchimp, Ship&Play

User Experience Designer, Code and Theory

06/2022 — 07/2024

- Accelerated JPMC's total page views from 11M to 16M+ within 6 months by building a scalable design system and restructuring information architecture for the end-to-end web redesign.
- Built 100+ reusable Figma components for Qualcomm's B2B SaaS developer experience that simplified complex workflows and supported future extensibility for developers.
- Increased quiz completion rates by 15% for Microsoft Surface's product recommendation experience by restructuring quiz logic, improving accessibility, and refreshing UI components.
- Established design components, user flows, and technical design documentation while collaborating with engineering to handoff design functionality and interaction instructions.

- **Clients include:** JPMorgan Chase, Qualcomm, Microsoft, Meta, Bare Necessities

VOLUNTEER

UX/Product Design Mentor, BobaTalks

03/2022 — Present

- Advised **300+ junior designers** by reviewing UX portfolios, identifying design areas of improvement and providing actionable feedback on UX fundamentals and overall coherence, leading to increase in mentee interview success rates.

EDUCATION

University of Maryland, Baltimore County

Bachelor of Science, Information Systems (GPA: 3.75), Cum Laude, Dean's List

SKILLS & TOOLS

Skills: UX/UI Design, Product Design, Interaction Design, Visual Design, Design Systems, Wireframing, Prototyping, Usability Testing, Inclusive Design, Accessibility (WCAG 2.1/Section 508), Product Thinking, Product Strategy, User Research, User Interviews, Journey Mapping, Agile, 0-1 Products, Information Architecture

Tools: Figma, Sketch, Adobe Photoshop, Adobe Illustrator, Jitter, Webflow, Framer, Confluence, Zeplin, HTML/CSS, Figma Make, Google Stitch, Claude Code, Codex, ChatGPT