



# Pham Hong Phuc

PRODUCT DESIGNER

For about 05 years doing UX Design, I have realized that the goal of every design is to solve problems for those in need.

## Contact

Male, 1997

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<https://phucph.framer.website/portfolio>

## Tools



Figma



Workspace



Useberry



Pitch

## Education

### Interaction Design Foundation

UX & PRODUCT DESIGN

[View certificates](#)



### Hanoi University of Science & Technology

ELECTRONICS & TELECOMMUNICATIONS

Bachelor's degree - Graduated in May 2020

## Experience

### GemCommerce

June 2023 - May 2024

#### PRODUCT DESIGNER

Execute Competitive Research to design Sales Funnels, assist users in boosting Conversion Rate & Average Order Value.

Execute Competitive Research to establish Auto-save & Version history, ensure data protection for 500K+ pages.

Define keywords for 200+ Sections & Templates to optimize search engine performance in the Library v7.

Optimize Design System 2.0 to save 50% of UI design time and feature development in the Editor v7.

Utilize insights into customers, businesses, and technology to craft the most compatible solutions.

### ColorME

May 2021 - Now

#### HEAD OF UX/UI DEPARTMENT

Directly instruct UX/UI Design to 400+ students.

Manage a team of 10 members, including Product Designers, UX Researchers, and Graphic Designers.

Draft curriculum for 02 courses: Basic UI Design & Advanced UX/UI Design.

Standardize the department operational process, lead to an 80% reduction in the effort required to run the classes.

### Finhay

May 2021 - May 2023

#### PRODUCT DESIGNER

Conduct A/B Testing with 40K+ users to design Cash Account, resulting in a 50% increase in monthly conversion rate.

Apply Activity-Centric Design in the design of Gold Trading, lead to a 10% revenue increase and achieve nearly 100% transaction success rate.

Conduct Interviews & Usability Testing to construct Personas and features for Stock Trading, lead to a 10% revenue increase.

Optimize the operations of the Product Design Team and establishing the Tree Design System, result in a 50-80% reduction in UI Design effort.

### Bestay

July 2019 - April 2021

#### UI DESIGNER

Design UI for 03 products, including a mobile app, web app, and website, for the Bestay system – optimize the reservation and manage of rental accommodations.