

# NHA PHAM

## UI/UX DESIGNER

### CONTACT

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### SOFTWARE

Figma, Sketch

Adobe Creative Cloud (XD, Photoshop)

Principle

Webflow

After Effects

Photoshop, Illustrator

HTML, CSS

Google Workspace

Blender

Microsoft Office

Procreate

inVision

### EDUCATION

Bachelor of Science in Cognitive Science  
with Design and Human Interaction

**University of California, San Diego**

2020 - 2024

- Provost Honors, Dean's List of Good Standing

Google UX Design Professional Certificate  
**Coursera**

Completion: March 2023

### LANGUAGES

English

Vietnamese

### WORK EXPERIENCE

#### Design Team Manager

November 2022 - Present

UCSD Triton Robotics Submarine Club · San Diego, CA

- Managed design projects within a 60-member robotics club at UCSD, leading a specialized team of 6 underclassmen in design-related decisions and education.
- Collaborated closely with head engineers, software, mechanical, and electrical teams to create UX assets, such as user interface mockups for control systems and visual guides for robotics functions.
- Provided mentorship and training in UX/UI design principles to underclassmen, ensuring skill development and consistent quality in club design outputs.

#### UX Design Intern

May - December 2023

Volkswagen Group of America, Innovation and Engineering Center · Belmont, California

- Specialized in HMI UX design at Volkswagen IECC, applying user-centric principles to enhance interface designs for 2026 vehicle models; actively used **Figma** and **Photoshop** to develop and transfer design assets.
- Collaborated with international engineering teams and project leads in Germany, Mexico, and Europe, using Figma for **global cross-collaboration** and **design alignment**.
- Played a key role in **prototyping** and user testing, focusing on **usability metrics** to refine HMI interfaces, and prepared professional presentations on Microsoft Teams and PowerPoint for stakeholder reviews, including CFOs and Engineering Leads.

### PROJECTS

#### UI/UX Designer

November - December 2022

Apple Shortcuts Redesign · Exploring Artificial Intelligence

- Led a team of four in product redesign, strictly adhering to style guides while optimizing for aesthetics and usability, ensuring a cohesive user experience.
- Implemented user-centered design techniques, employing **personas** and **empathy mapping** to identify and address target audience pain points.
- Utilized **Sketch** and **Adobe XD** to effectively translate user insights into practical design solutions.

#### Lead UI/UX Designer

June - July 2022

Mindflow

- Engaged in a fast-paced two-week **design sprint** for Mindflow, conducting in-depth **interviews** with 32 students and consulting with 2 local therapists for user-centered research, which informed our **storyboarding** process.
- Managed a small design team, applying tools like Figma and Sketch to create wireframes and utilizing techniques such as **affinity mapping** to align our prototypes with Mindflow's strategic vision and user needs.
- Led the team in delivering engaging presentations at various product milestones, highlighting the meticulous research and design evolution to an audience of 60 students.