



markphan

USER EXPERIENCE DESIGNER
SAN FRANCISCO, CA

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EXPERIENCE

May 2017 – Aug 2017 **UX Design Consultant** | GROWTHX ACADEMY San Francisco, CA
 Clients: Pollen Velocity Capital, Truck Driver Power, That Lyfe

- Developed UX strategies after consulting with clients to understand their business needs and goals.
- Led user research, including: usability testing, in-depth interviews and metrics analysis to inform designs using real data
- Created sitemaps, user flows and wireframes to translate business requirements into design artifacts
- Created detailed specifications of wireframes to help developers implement designs accurately
- Explained complex design decisions to stakeholders based on validated user research

Oct 2014 – Feb 2017 **Instructional Designer** | GROUPON San Francisco, CA

- Consulted with sales reps to understand challenges in their sales process which helped define our team's training strategy
- Created content for sales training program, including: eLearning modules, instructor-led courses, handouts, facilitator guides, and presentations
- Translated client's goals, challenges and frustrations into actionable selling strategies for sales reps across food, beauty, events and shopping verticals
- Acted as sole in-house producer for internal and public-facing videos, managing all aspects of production including direction, talent, equipment and crew, thus saving the company more than \$100k in agency costs.

May 2012 – Oct 2014 **Video Producer** | LEO BURNETT Chicago, IL

- Developed production plans and estimates on projects with budgets ranging from a few thousand to \$500k+ for clients such as Kellogg's, Centrum, Samsung and Esurance
- Produced animatics of creative concepts to test TV commercials before going into full on production
- Continuously found efficiencies such as combining projects and optimizing production schedules therefore reducing production costs
- Led client meetings and presented production plans and estimates

EDUCATION

May 2017 – Aug 2017 **UX Design** San Francisco, CA
GROWTHX ACADEMY

Aug 2010 – Oct 2012 **B.S. in Interactive Media, Animation** Peoria, IL
BRADLEY UNIVERSITY

SKILLS

Software:

- Sketch
- Invision
- Optimal Workshop
- Lookback
- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - InDesign
 - Premiere
 - After Effects
- Final Cut Pro

Web Languages:

- HTML
- CSS

Research:

- In-Depth Interviews
- Usability Testing
- Field Studies
- Card Sorting
- Click Tracking

Synthesis:

- Affinity Diagrams
- Personas
- Empathy Maps
- Site Maps
- User Flows
- Journey Maps

Design:

- Sketching
- Wireframing
- Prototyping