



markphan

Product Designer
Chicago, IL

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markphan.com

EXPERIENCE

Trunk Club
Chicago
Jan '19 – Present

Product Designer

Design tools enabling stylists to deliver personalized experiences. Responsible for apps to manage customer relationships, lead allocation, and contextual shopping. Partner with cross-functional teams including design, product, engineering, strategy, sales and data science to redesign our omnichannel shopping experience.

Self Employed
San Francisco
May '17 – Jan '19

Independent Product Designer

Apple — Product Designer

Design internal tools for macOS, iOS, and responsive web. Collaborate with cross-functional teams including engineering, research and design to improve features that meet business and user goals.

Walmart eCommerce — Product Designer

Redesigned checkout pages, applying a new design system language for iOS, Android, and responsive web. Collaborated with various business verticals to ensure experiences were consistent. Partnered with engineering teams to implement designs and performed QA to ensure adherence to specs.

GrowthX — Product Designer

Consulted with three startups to improve their existing products for web and iOS. Translated client needs into design deliverables including sitemaps, userflows, wireframes, mockups and prototypes.

Groupon
San Francisco
Oct '14 – Feb '17

Instructional/Experience Designer

Improved the discovery experience addressing business and user needs in the Events & Activities vertical. Collaborated with product managers to define features and with other designers for feedback and critique. Supported the User Research team by creating interactive prototypes for testing.

EDUCATION

Bradley University
Peoria, IL

B.S., Interactive Media
Concentration in Animation and Visual Effects

TOOLS

Design

Figma, Sketch, Adobe Photoshop, Illustrator

Prototyping

Invision, Principle, Marvel, After Effects

Research

Optimal Workshop, Lookback, UserTesting, Userzoom

Collaboration

Jira, Quip, Box, Trello, Slack, Confluence

SKILLS

In-Depth Interviewing
Card Sorting
Click Tracking
Sketching
Wireframing
Prototyping
Interaction Design
Usability Testing

INTERESTS

Aerial Arts
Cooking
Fitness
Photography
Videography
Traveling