

Kristian Pham

Product Designer

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krispdesign.co

209-914-9972

Education

Carnegie Mellon University

Master of Human-Computer Interaction

August 2022 // Pittsburgh, PA

Cal Poly Pomona

BFA in Graphic Design, Minor in Art History

June 2018 // Pomona, CA

Skills

Design

Branding, Environmental design, Interactive prototyping, Mobile app design, Model fabrication, Motion Graphics, Rapid prototyping, Service design, Wireframing, User interface (UI), User experience (UX), Visual design

Evaluative Research

Paper prototyping, Surveys, Think-aloud, User testing

Generative Research

Affinity diagramming, Card-sorting, Contextual inquiries, Diary studies, Persona development, Semi-structured interviews, Storyboarding

Tools

After Effects, ClickUp, dscout, Figma, Google Workspace, HTML/CSS, Illustrator, InDesign, Javascript, Miro, Monday, Photoshop, Python, Teamwork, Trello, Sketch, SurveyMonkey, Xd

References available upon request

Work Experience

American Honda Motor Co., Inc. / Product Designer (MHCI Capstone)

Jan 2022 – Present // Pittsburgh, PA

- Collaborated with 99P Labs (Honda's R&D sector) to explore user interactions in autonomously driven vehicles
- Co-designed a research plan that guided generative research protocols—including diary studies, contextual inquiries, and intercept interviews—to better understand a user's experience on public transportation to identify points of friction
- Conducted and synthesized qualitative data from 12 user interviews, 5 contextual inquiries, a diary study with 14 participants, and 13 expert interviews from analogous domains
- Led team branding and visuals of all deliverables

Carnegie Mellon University / Product Designer (Independent Study)

Aug 2021 – Dec 2021 // Pittsburgh, PA

- Designed a digital card game to tackle microaggressions on campus with Dr. Geoff Kaufman—a specialist on the psychological/social impact of games
- Iterated the game based on 4 sessions of user testing & think-alouds with 12 participants and feedback received from colleagues
- Led the overall visuals of the deliverable

Wyze Labs, Inc. / Graphic Designer

Mar 2021 – Aug 2021 // Seattle, WA (Remote)

- Led in-store visual fixture designs for a technology startup focusing on Internet of Things (IoT)
- Designed packaging for a variety of smart devices ranging from security cameras to headphones
- Managed an asset library used for the creation of digital advertisements and social media posts

Center for Sustainable Energy / Graphic Designer

Oct 2018 – Mar 2021 // San Diego, CA

- Work with the senior designer and Creative Services senior manager to craft dynamic brand integration in all aspects of media including social, events, and marketing
- Create collateral focused on both digital and print designs to support over 25 programs, including \$1B contracts, while maintaining their respective visual identities
- Provide video, motion graphics, photography support to promote and enhance content across social media—owned and operated—and paid media channels