

# Chi Pham

Experience Design & Strategy | MPH Candidate at UC Berkeley School of Public Health

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## Lead UX Designer, San Francisco, CA — Google Earth

JUNE 2021 - PRESENT

- Lead UX Designer to completely redesign the Information Architecture and UI of Google Earth 10, across all platforms in 6 months
  - Working with XFN team to define requirements, identify key CUIs, test and refine with UXR, align design systems with Geo Terra, and more
- Contributing to Earth 2025 product strategy, and evangelizing Earth's Adaptive Design approach to the greater Google UX community

## Lead UX Designer, Remote — Google.org

NOV 2020 - MAY 2021

- Lead UX Designer to build platform for equitable public health data, in a project collaboration between Google.org and Morehouse School of Medicine
- Driving product strategy decisions and creating designs and interaction flows for user testing and stakeholder engagement with external clients
- Managing team of UX researcher, UX writers, branding & visual designers to deliver final UX design assets for stakeholder review and implementation

## UX & Service Designer, San Francisco, CA — Google Cloud

JAN 2019 - PRESENT

- Lead UXD & Service Designer for G Suite's new Growth strategy and freemium product, driving alignment across Gmail, Drive, Chat, Meet, Editor product teams, and cross-functionally with product, marketing, support, engineering stakeholders
- Created teaching materials and resources to grow service design practice and methodology within Google's UX teams
- Created wireframes and user flows for Verily's diabetes and hypertension management application, Health Cloud Life Sciences AI driven platforms

## Lead UX Designer, Denver, CO — Aetna

MAY 2018 - JAN 2019

- Lead a team of UX/UI designers across a host of product features, including: personalization and recommendation engines, rewards and incentives, health and wellness management, device integration, provider messaging
- Planned and led multiple cross-discipline workshops and sprints between product, design, analytics, research, and marketing to create a holistic product strategies
- Created, designed, and implemented UX processes and deliverable assets (user flows, low and high fidelity wireframes, prototypes) for implementation

## Experience Designer & Researcher, Denver, CO — Effective

AUGUST 2016 - AUGUST 2017

- Led development of Effective's Service Design offering
- Created, designed, and implemented digital strategy recommendations and solutions to address client's business needs

### SKILLS

UX and Product Strategy  
Service Design  
User research + Data synthesis  
Wireframing + Prototyping  
Cross-Discipline facilitation  
Usability testing

### TOOLS

Sketch / Figma  
InVision  
Google Analytics

### REFERENCES

Joell Shepperson  
Senior Product Manager  
T: (804) 852-6117  
E: joell@shepp.it

Lys Maitland  
UX Research Lead  
T: (303) 947-9678  
E: maitlandl@aetna.com

### EDUCATION

UC Berkeley  
Masters of Public Health candidate

Washington University in St. Louis  
Bachelors of Science | 2014

General Assembly  
UX Design Immersive

Cooper Service Design Immersive

## **UX Designer, San Francisco, CA — *Grabir, Hack the Hood***

MARCH 2016 - AUGUST 2016

- Created storyboards, user flows, wireframes, and prototypes, as well as tested those prototypes to ID gaps and opportunities to iterate upon

## **UX & Digital Marketing Coordinator, D.C. — *Groundswell***

JUNE 2014 - DECEMBER 2015

- Led web and service redesign of Groundswell's energy and solar program, generating \$10,000+ in revenue in a single campaign