

# Ryan Pham

UX/UI DESIGNER

## Contact



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Toronto, ON



Ryanpham.ca

## Skills

- Figma
- Photoshop
- Illustrator
- Premiere Pro
- User Research
- Design Thinking
- Wireframing
- Application Design
- Typography
- Python
- Excel
- Computer Hardware & Technical Knowledge

## References

References available upon request

## PROFESSIONAL SUMMARY

5+ years of experience in user-centered design and customer service. Using skills in Photoshop, Figma, and wireframing to create impactful digital touchpoints. Proven track record in enhancing customer satisfaction and achieving sales targets through effective strategies and product knowledge. Eager to contribute as a UX/UI Designer by utilizing design expertise and collaborative approach to drive innovative solutions.

## EXPERIENCE

JSTDRMN, Toronto, ON

Technical Advisor, Nov 2020 - Present

- Led the development and execution of a user-centered design process across digital touchpoints, including website and social platforms. (3K+ followers on Instagram, JSTDRMN.com)
- Collaborated with marketing and talent teams to align digital experiences with brand identity and business objectives.
- Conducted extensive research to uncover behaviors, needs, and pain points, leveraging insights to inform design decisions.
- Designed wireframes, prototypes, and visual assets to communicate solutions effectively and support strategic digital enhancements.

Canada Computers, Cambridge, ON

Sales Associate, February 2020 - Present

- Applied human-centered design principles by identifying user intent, constraints, and pain points through direct customer interaction
- Used problem-solving frameworks to match user needs with optimal technical solutions, mirroring UX decision-making
- Maintained a user-first mindset in high-pressure, fast-paced environments, prioritizing clarity, empathy, and efficiency
- Built trust and maintained strong product expertise to align solutions with workflows, accessibility needs, and performance expectations.

## Education

User Experience Design, Bachelor of Design

Wilfrid Laurier University, Brantford, ON June 2025

- Acquired core UX skills like user research, wireframing, prototyping, and usability testing.
- Built projects using tools such as Figma and Illustrator to create layouts, interfaces, and interactive designs.
- Gained experience & knowledge in understanding user needs, gathering feedback, and improving designs based on real input.
- Established a strong foundation in design thinking, problem-solving to create intuitive user-centered experiences

Foundations of User Experience Design

Coursera May 2021

- Completed Foundations of UX Design coursework, applying skills in design processes, accessibility, and equity-focused design.
- Gained experience with design sprints and understanding their role in improving ideas and solutions.
- Explored different UX career paths, entry-level roles, and how UX teams work in real-world environments.

## Related Skills

- Strong experience with Adobe Illustrator; solid understanding of color theory, typography, and layout.
- Skilled in Figma and PowerPoint for creating prototypes, user flows, and presentation-ready designs.
- Hands-on with UX methods including wireframing, user research, tree testing, and card sorting.
- Basic coding knowledge in Python, C++, and HTML/CSS to better understand implementation.
- Strong technical and hardware understanding to design for real-world system capabilities.
- Completed Coursera's Foundations of UX Design, covering UX processes, accessibility, and design thinking.

