

JANIE—PHAM

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SKILLS

Design

User interviews
Journey mapping
Information architecture
Wireframing & Prototyping
Visual & UI design
Usability testing
Illustration
Design system

Front-end development

HTML/CSS
Javascript (Beginner)

Marketing

Copywriting
Content strategy
Marketing analytics

People

Presentation
Facilitation
Stakeholder management

TOOLS

Figma, Illustrator,
Photoshop, MIRO, Marvel,
Webflow, 3D Blender,
Premier Pro.

EDUCATION

UX Design Immersive

General Assembly Australia
2021

Master of Marketing Communications

The University of Melbourne
2015 - 2016

Product designer with aspirations to become a front-end developer - designer hybrid. Proven track record of delivering features for B2B SaaS products and building design systems.

DESIGN EXPERIENCE

Product Designer

Whispir, 2022 - present

End-to-end product designer at Whispir, a SaaS company offering multi-channel communications to enterprises in Australia, NZ, Singapore and the US.

Lead the development of NOVA - Whispir's design system, utilising design tokens.

Responsible for Whispir Developer Portal - a one-stop shop for Whispir API customers to access documentations and manage integrations with the Whispir platform.

Product Designer

Fresh Equities, 2021 - 2022

End-to-end product designer for Fresh Amplify, a SaaS capital markets management platform helping public companies connect and engage with their shareholders.

Established a design systems workflow between designers and engineers.

Designed and shipped Amplify's key features including Interactive announcements, Investor communications and Investor Hub.

OTHER EXPERIENCE

Marketing Lead

WeWork, Singapore, 2019 - 2020

I led the regional marketing initiatives for 14 WeWork buildings in Singapore and Malaysia.

Implemented and scaled regional marketing programs such as podcasts, webinars and events series.