FRANCIS PHAN

PRODUCT DESIGN LEADER
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EXPERIENCE

RUTGERS UNIVERSITY INNOVATION DESIGN & ENTREPRENEURSHIP ACADEMY | ADVISOR | 2021-PRESENT

- Founding member of Industry Advisory Group.
- Advise in curricula development for user-centered design thinking.
- Provide career mentorship to students in STEM and design-oriented fields.

YAHOO, INC | DIRECTOR OF PRODUCT DESIGN, AD INNOVATION | 2021-PRESENT

- Product design owner of Native Ad Formats $100M+ portfolio across all of Yahoo's consumer O&O and third-party publisher partners.
- Serves as co-lead for Yahoo's Design Associate Program while cultivating a culture of diversity, equity, inclusion, and belonging in addition to design excellence.
- DEIB/HBCU design recruiter and mentor.
- Champion for AR & VR accessibility and best practices.
- Spearheaded research in mobile in-app gaming incentive tactics and, consequently, identified monetization patterns that inspired proposals for growth opportunities for subscription and commerce products.

VERIZON MEDIA | DIRECTOR OF PRODUCT DESIGN, AD INNOVATION / EMERGING CHANNELS | 2017-2021

- Design strategist for native digital advertising across Verizon Media's portfolio of owner-operated sites, including Yahoo (Home, Finance, Sports, Mail, and Entertainment), AOL, and TechCrunch.
- Led team empowered to envision the next generation of editorial and ad experiences for desktop and mobile web, mobile app, OTT/CTV, and Digital Out of Home (DOOH).
- Drove and executed design deliverables for cross-functional partners, including ad demand and supply side sales, monetization product management, engineering, ad operations, and design teams for properties across Verizon Media.
- Investigate how AR, IoT, computer vision, and 5G can be leveraged for immersive experiences and storytelling mediums for editorial and brand content.
- Conceptualized and pitched Livestream commerce experiences across multiple product lines.

YAHOO, INC | DIRECTOR OF UX DESIGN | 2016-2017

- Design Lead for Brightroll Ad Exchange, the highest monetizing ad platform at Yahoo.
- Drove future vision, supported product initiatives, and led research/design explorations spanning display, video, and native ad exchange ecosystems.
- Partnered with product, engineering, and sales management teams to define strategic and tactical priorities against corporate goals and resources.
- Strategized plan for design continuity among disparate products.
- Recruited, mentored, and managed high-performance design talent.

YAHOO, INC | SENIOR DESIGN MANAGER | 2012-2016

- Managed design team for a portfolio of products ranging from Yahoo's B2B Demand Side Platform (DSP), audience data management, ad tech operations tooling, and creative ad format innovation for premium display, video, and native ad inventory.
- Served as Co-Chair for IAB Display Guidelines Working Group.

- Recipient of industry awards [IAB Mobile Rising Star](#) and Vivaki Tablet Lane for innovation in tablet-based ad format designs.
- Awarded patents for [interactive video](#) and [responsive design](#) for ad creatives.

YAHOO, INC | STAFF PROTOTYPER | 2010-2012
- Lead HTML5/CSS3/JS developer for browser-based premium ad format experiences for Livestand, Yahoo's first iPad news application.
- Authored best practices for micro-interactions and animations for the first-generation Apple iPad Safari browser.
- Provided design and development support to Sales and Global Ad Agency partners for high spend premium ad executions.

FREELANCE MOBILE APP DEVELOPER | 2008-2010
- UI design and iOS app development for Tangoe mobility services and [Grab Radio](#) streaming radio service.
- Developed parsing and display rendering engines for [Poem Flow](#).
- 1st place Award winner for [MIT Linked Data Hack Competition](#) in which Sir Tim Berners-Lee was a jury member.
- Winner of [Microsoft Boston Music Hack Day](#) iPhone app category for streaming music app utilizing SoundCloud API.

ALLURENT, INC | UX ARCHITECT | 2006-2008
- Interaction designed and code developed OOP SaaS-based rich internet commerce applications in Adobe Flex / AS3 for retailers, including Borders Books, Alltel Wireless, and apparel catalog applications for Anthropologie.

EDUCATION

RUTGERS UNIVERSITY | MS, BIOMEDICAL ENGINEERING
Research Thesis in Short Utterance Speech Recognition. Specialized in speech processing, psychoacoustics, and neural networks.

UNIVERSITY OF CONNECTICUT | BS, ELECTRICAL ENGINEERING
Gold Medalist Recipient of the New England Biomedical Engineering Whitaker Award. Runner-up EE Senior Design Awards.