

Tran Pham

Senior Product Designer - Design Systems

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Senior Product Designer with 5+ years of experience designing, scaling, and governing design systems across complex, multi-platform SaaS ecosystems. Specializes in component architecture, design tokens, accessibility (WCAG), and Figma-to-code workflows. Proven track record modernizing fragmented systems, driving adoption across teams, and translating high-craft design into scalable, production-ready solutions in close partnership with engineering.

Experience

Helcim
Product Designer
July 2024 – Present
Calgary, Alberta

- Led the evolution of a company-wide design system spanning web (desktop & mobile), native mobile apps, desktop applications, and two payment hardware devices (large touchscreen terminal and small-screen card reader).
- Reduced component redundancy by 40% through consolidation, clearer component APIs, and improved naming conventions, accelerating product development and system adoption.
- Owned core components, patterns, and design tokens, enabling responsive and adaptive theming across vastly different screen sizes, input methods, and environments.
- Redesigned merchant settings and configuration flows, unifying fragmented experiences and improving task completion and conversion from C3 to C4B.
- Partnered closely with engineering to align Figma components with coded implementations, reducing design–engineering drift and improving build quality.
- Established system governance practices including audits, documentation standards, and contribution workflows to support scale and long-term maintainability.
- Initiated and led a UX Writing Program, introducing AI-assisted tooling and content standards to improve clarity, consistency, and usability across the product standards to improve clarity, consistency, and usability across the product.
- Piloted internal AI tools trained on system standards to reduce support overhead and improve team efficiency.

Nutrien
Product Designer
Jan 2021 – Mar 2024
Calgary, Alberta

- Built and maintained a modular design system used across multiple product teams, reducing UI inconsistencies by 45% and accelerating designer onboarding by 60%.
- Redesigned complex, data-heavy interfaces using strong information hierarchy and progressive disclosure, increasing workflow efficiency by 35% and user satisfaction by 25%.
- Reduced task completion time by 46% through user research, A/B testing, and iterative refinement of responsive component patterns.

Junior Designer
Jan 2020 – Dec 2020

- Designed mobile-first, responsive interfaces and high-fidelity prototypes to align cross-functional teams and accelerate delivery timelines.

Education

University of Calgary
Jun 2019

Bachelor of Computer Science

- Undergraduate UX Researcher in AR interaction design, focusing on user behavior and emerging interfaces.

Skills

UX & UI Design • Design Systems • Component Libraries • Figma (Auto Layout, Variants, Properties) • Design Tokens • Accessibility (WCAG) • Prototyping • Wireframing • Interaction Design • Storybook • Agile Product Development • Webflow