ANGIE PHAM
UXD @ APPIAN

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🟦 EDUCATION

University of Rochester
May 2025

B.A **Computer Science & Digital Media Studies**,
Take Five Fellowship in Visual & Cultural Studies.
Phi Beta Kappa, Summa Cum Laude, Highest Distinction. GPA: 3.97.

🟦 EXPERIENCE

Digital Scholarship Lab
UX Research Assistant
May 2022 - May 2025

Supported 80+ students using Mediate (digital annotation platform) for research projects by providing schema design guidance and technical troubleshooting. Co-designed **focus groups** on how citizen archivists approach multimedia materials with archival experts, defining **product strategy** for Mellon Foundation grants.

Appian
UX Design Intern
Jun 2024 - Aug 2024

Overhauled the Appian Docs site (**40,000+** users) by establishing a **design system**, redesigning mobile layouts, and improving accessibility through usability testing and data analysis (200+ user survey responses, competitive analysis, site traffic). Led **a11y audits** and UX reviews with 3 engineers to ensure WCAG compliance.

Appian
UX Design Intern
Jun 2023 - Aug 2023

Designed AI Skills features (Appian 23.4, overfit alert and data extraction flow) that reduced data labeling errors by **20%** for **2,200+ enterprise customers**, aligning with company's AI strategy and contributing to **$500M+** in revenue growth.

Logos Journal
User Experience Designer
Jan 2022 - Apr 2022

Led 0-1 design for University of Rochester online journal archive supporting **150** submissions/year and **300+** student readers, delivering Figma prototypes and performing UX reviews to cut repetitive developer work by **50%**.

Ellucian
Communications Intern
May 2022 - Aug 2022

Directed a team of 4 specialists to create a Social Equity & Justice Response Decision Tree, shaping leadership communication strategy for **3,500+** global employees. Produced employee stories for the internal newsletter with a **60%** readership rate and strengthening organizational culture.

University of Rochester
Graphic Designer
Feb 2024 - Mar 2025

Designed posters for **8** public lectures by applying deep domain knowledge to translate academic topics into engaging visuals. Visualized data (Observable) for intradepartmental presentations, **securing buy-in** from university leadership to allocate a new 6-figure faculty hiring budget for the English department.

🟨 LEADERSHIP

Writing Center
Writing Fellow, President
Aug 2021 - May 2025

Tutored **150+ students** in 1-1 sessions to empower writers and provide individualized strategy on writing. Boosted Writing Center usage to **80%** by redesigning outreach strategies and automating drop-in scheduling workflows, saving staff **25+ hours** per semester.

Rochester Design
Publicity Lead
May 2021 - May 2022

Co-led 4 design workshops for 20+ students and revamped organization's brand identity, driving **150% rise** in event attendance within one semester. Led inaugural **Bad Design Contest**.

🟧 COMMUNITY

Washington English Center
Aug 2025 - Present

Volunteering as a tutor to support adult immigrants in achieving English language and communication goals through weekly conversation practice sessions.

Girls Rock! Rochester
May 2021 - Aug 2021

Illustrated 30-page interactive camper zines for girls & LGBTQ+ Rock Camp participants (aged 5-17), encouraging engagement and creative expression.

🟥 SKILLS

Methodologies

Competitive Analysis, Usability Testing, A/B Testing, User Interview, Use Case Analysis, a11y Audit, Elicitation Studies, User Survey.

Tools

Figma, Sketch, Adobe Creative Suite, Google NotebookLM, Google Gemini. Java, C, Rust, HTLM/CSS, ReactJS.