Lydia Phung
UX/Product Designer

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https://lydiaphung.com

A seasoned product designer with a background in business, customer experience, and demonstrated ability of creating innovative and delightful designs. With a proven track record to translate user needs into engaging and intuitive experiences, I bring a wealth of knowledge and diverse skill sets to every project.

EDUCATION

CareerFoundry
Remote
Certification, UX Design

University of Massachusetts Amherst
Amherst, MA
Isenberg School of Management
Operations & Information Management (BBA)

SKILLS

Figma, Heap, Userberry, Maze, Advanced MS Excel certified, Microsoft Suite, SQL, MS Access, Tableau, Salesforce, AWS Quick Sight, FullStory, Mix Panel, Adobe Creative Suite

LANGUAGES

Mandarin & Cantonese

EXPERIENCE

Klaviyo
Boston, MA
Product Designer July 2024 - Present

- Led design initiatives for Klaviyo's core editing experience across 5 different marketing channels
- Partnered with the WhatsApp product team to launch the channel from 0-to-1, generating $6M in pipeline within 2 months and driving $2.7M in direct revenue for customers
- Collaborated cross-functionally with SMS International, In-App Messaging, and Conversations teams to scale channel capabilities, contributing to a landmark $256M ARR milestone for the mobile marketing suite
- Headed an AI-powered content editing project for email workflows, driving a 62% adoption rate and 60% usage rate amongst our customers
- Evolved and maintained the Editor's Component Library, ensuring all specialized editing patterns remained scalable and strictly aligned with Klaviyo's overarching design system

connectRN
Waltham, MA
September 2020 - Present
Product Designer August 2023 - June, 2024
Associate Product Designer April 2022 - August 2023

- Promoted in a 1.5-year timeframe for exceeding team goals and achieving company revenue and cost-saving impacts
- Spearheaded major projects from initial concept to launch by collaborating closely with C-suite leadership, product management and multiple scrum teams to deliver high-quality products
- Created and assessed design solutions based on user research input, user goals, and business requirements
- Conducted user research and usability tests to gain insight on problem spaces and validate designs
- Led workshops with cross-functional partners to identify user pain points
- Explored and proposed ideas to incorporate into the product roadmap by communicating and utilizing the company-wide confidence tests

Community Experience September 2020 – April 2022

- Initiated partnership with product team to streamline internal processes and to provide feedback on new feature work/enhancements
- Partnered cross-functionally with account managers and clinician experience to investigate fraud and reduce risk