

Lucy Pham

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EDUCATION

Binghamton University, State University of New York

BS in Management Information Systems and Minor in Graphic Design

Expected May 2026 | GPA 3.83/4.0

- PwC Scholars Program: Selective honors program focused on developing future business-related leaders

EXPERIENCE

Product Design Intern - The Washington Post

Washington, DC

June 2025 - Aug 2025

- Content XP team: Designed a high-fidelity iOS Live Activity prototype for the Live Activity Feed to boost mobile engagement, increase **opt-in rates (17→25%)**, and raise average views per user to **3+**, launching Q1 2026.
- Monetization and Subscriptions team: Designed and prototyped higher-ed onboarding, set to hard ship Aug 2025 to boost **40% completion rate**, capture **data from 880K users**, and drive B2C conversions.
- Central Design team: Designed responsive and flexible focus states across all components in the Washington Post Design System.
- Designed the user flow in collaboration with developers and product managers for AI- powered "Cook Mode"

UX Team Lead - BU Tech Collective

Binghamton, NY

Nov 2023 - May 2025

- Led and mentored **4 UX designers** to launch the Shop Bing web app, reaching **400+ student users** and **raising \$2,500**.
- Conducted user research, implemented industry standard application features, and designed application wireframes and low to high fidelity prototypes to understand and address university students' pain points.

UX Design Intern - Gratitude

New York, NY

Aug 2024 - Nov 2024

- Organized and allocated tasks within a **3 person UX team** to research and design the admin user flow of the website to mitigate the lack of engagement between professional mentors and college student mentees.
- Designed major admin dashboard screens under tight deadlines, leveraging Mantine design system, iterating on prototypes with cross-functional feedback, and presenting final designs to leadership for development handoff.

Product Design Intern - SWARM

New York, NY

May 2024 - Aug 2024

- Led user research for the NYU Stern EMBA website, conducting tests with **5 business professionals** and delivering UX recommendations that secured stakeholder buy-in.
- Delivered a data-driven stakeholder presentation for site improvements by employing Dovetail to analyze and synthesize qualitative research data, organizing interview clips and key findings into a structured framework.

SKILLS

Figma
Webflow
Tableau
CSS/HTML
Adobe Creative Suite
Evaluative Research
User Interviews
A/B Testing
Basic Python

ORGANIZATIONS

President

BU Tech Collective | Nov 2024

VP of Development

PwC Scholars | Mar 2024

Director of Public Relations

President's Cabinet | May 2024

ADDITIONAL

Certification

IBM Design Thinking
Practitioner
Jul 2024

Accenture Product Design
Virtual Experience Program
Jul 2024

Google UX Design Professional
Apr 2023

Projects

Presentation Prize | Gratitude
Designathon Nov 2024

Idea Prize | Gratitude
Designathon Nov 2024

Finalist | PwC Sophomore Case
Apr 2024

1st Place | Business Fashion
Case
Nov 2022