

Michelle Phan

Product Designer

CONTACT

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PROFILE

As a recent BrainStation graduate, I've always had an eye for design and been fascinated by user-centric concepts. Transitioning into UX was the perfect middle ground for utilizing my years of expertise in customer service and sales while allowing me a creative output. As a product designer, I aspire to impact users' experience and empower users through accessible, intuitive and practical designs.

SKILLS

Software

Figma, InVision, Sketch, Canva, Procreate, Adobe Creative Cloud, Noman Sculpt

Design

Sketching, Wireframe, Rapid Prototyping, Colour Theory, Design Principle

Research

User Research, Usability Testing, Optimal Sort, Qualitative Analysis

EXPERIENCE

Product Specialist | Apple

AUG 2021 - 2022, RICHMOND, BC

- Proactively interacted with customers to recommend products that best suited their tastes, interests, and needs, achieving a greater than 98% in customer satisfaction rate.
- Partnered with Apple to curate business solutions for small businesses.

Sales Consultant | Telus Communication

SEPT 2019 - AUG 2021, DELTA, BC

- Worked collaboratively with 8 other sales associates to devise strategic sales solutions to achieve and exceed the department's monthly, quarterly, and yearly sales goals.
- Created a system to identify and restock high-selling items generating 25% higher sales and creating a more aesthetic environment.

Customer Service Manager | Tractor Everyday Healthy Foods

JUN 2019 - JUL 2021, VANCOUVER, BC

- Directed the team to achieve maximum efficiency during peak performance, driving annual sales up by 8%.
- Delegated proper cash controls and followed proper loss prevention procedures.

Bra Fitting Expert | Victoria's Secret

NOV 2017 - DEC 2021, RICHMOND, BC

- Recognized as Employee of the Month for exceeding sales quotas and being a team player.
- Performed strategic upselling and cross-selling of women's apparel and undergarment based on customers' tastes and interests, exceeding yearly sales quotas by more than 10%.

EDUCATION

BrainStation | Diploma, User Experience Design

SEPT 2022 - DEC 2022, VANCOUVER, CA

Langara College | Diploma Candidate, Associate of Science

SEPT 2021 - AUG 2022, VANCOUVER, CA

PROJECTS

Sole Creator | [PillMates](#)

OCT 2022 - DEC 2022, BrainStation Capstone

- Designed a mobile app for the IOS platform, aiming to help millennials keep track & take medication routinely
- Built and tested hi-fidelity interactive prototypes with multiple rounds of testing
- Conducted and executed a thorough research plan to tackle the problem space