PHONG PHAM

Massimo Pham

· Brand Manger · Product Manager · UX - UI Leader

View my recent work at: www.massimopham.art

Personal Info

Information:
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Study Experience

2013:
Advertising Designer at NhatNghe Academy

2017 - 2021:
Multimedia Design at Arena Multimedia (AD)
Art Director at Bold Creative

Technical Skills

Ai   Ps   F   M

JIRA   UX/UI   DATA ANALYSIT

AGILE/SCRUM   PRODUCT DEVELOPEMENT

Profile

Hi there, Massimo Pham here, i'm a Brand Manager and Product Designer more than 7 years experience with UX-UI and brand develope base.
I have been through many projects in different fields, such like:
Machine learning, AI, data analysis, remote control, travel, livestream, system management...
I belived that product not only need to be "good" but also need "effective".
And together we can build stunning and memorable products.

Experience

06.2016 - 03.2017 BoCongAnh Agency	**Multimedia Designer** Branding design & Print technology	
04.2017 - 08.2021 Lotus Group	**Brand Designer & UX - UI Designer** · FMCG Brand Designer · UX - UI Designer for many projects in UAE & European markets · Branding and advertising design · Product marketing consulting	
08.2021 - 02.2022 VNSMARTCHAIN	**UX-UI Designer** · Develope WebApp and WebGame project	
02.2021 - 11.2022 MiSmart Corp.,	**UX-UI Designer** · Manage and develop many projects: MiSmart Agriculture Drone controller, FPV drone controller, Machine learning, Electric vehicle...	
11.2022 - 08.2023 YOOT EDUCATION	**UX-UI Leader** · Manage and develop many projects: School management, Admissions software...	
08.2023 - Now GOSTREAM	**UX-UI Leader** · Manage and develop many projects: Travel App, Livestream tools, Livestream apps	

KEY ACHIEVEMENTS

Successful brand repositioning	Lotus Group re-branded products occupied 3rd place in total FMCG UAE market share (2021).
Developing new technology	MiSmart Drone Controller win #1 of QualcomM Vietnam Inovation Challenge (2022). Machine learning software in high voltage power lines danger prediction acquired by SUMITOMO, Japan. (2022) EV-App acquired by EVGO (2023)
Succesfully startup	xHunt Travel app of GoStream has been sold for Canadian Traveller company after 1 years developed. (2023)