

Diane Pham

(641) 780-7206

pham.diane@outlook.com

phamdiane.com

EXPERIENCE

Northwestern Medicine, Chicago, IL – UX Researcher

March 2024 - Present

- Led discovery and evaluative research to improve Northwestern Medicine's patient- and staff-facing websites and applications.
- Ran evaluative studies on internal AI tools to understand user expectations, refine designs, and inform product direction.
- Conducted competitive benchmark studies to identify trends and user expectations that guided website redesign strategy.
- Researched industry best practices and contributed components and guidelines for Northwestern Medicine's first design system.

Kin + Carta, Chicago, IL – UX Researcher

August 2021 - March 2023

- Planned and executed end-to-end research using interviews, surveys, and usability testing to evaluate workflows and validate design concepts for multiple clients.
- Led research process including planning, recruiting, study facilitation, data analysis, and presenting insights and recommendations.
- Created reusable research templates and guides to streamline onboarding and democratize research practices.
- Partnered with product managers, designers, and engineers in Agile environments to integrate research into fast-moving sprints.

Mintel, Chicago, IL – UX Designer & Researcher

November 2019 - August 2021

- Designed wireframes, mockups, and user flows for market research and data visualization tools used by global clients.
- Conducted interviews, workshops, and usability tests to evaluate concepts and guide design decisions.
- Translated research findings into personas and artifacts that aligned product, design, and engineering teams around user needs.

Cerner, Kansas City, MO – UX Designer

October 2017 - October 2019

- Created modernized designs and workflows across enterprise healthcare software applications.
- Performed heuristic evaluations for third-party medical applications to ensure accessibility and usability compliance.
- Conducted contextual inquiries and shadowed cross-functional roles to understand user flows, tool usage, and constraints.

SKILLS

Card sorting
Competitive analysis
Contextual inquiry
Heuristic evaluations
Interviews
Journey maps
Personas
Surveys
Tree testing
Usability testing
User research
Wireframes
Workshops

TOOLS

Figma
Hotjar
Maze
Miro
Optimal Workshop
Userbrain
User Interviews

EDUCATION

University of Michigan - M.S.
Human Computer Interaction

University of Iowa - B.A.
Informatics