

# Ms Lan Pham

*An aspiring professional seeking to secure a position in UX/  
UI design and research that makes positive impact*

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## Key Skills Selection

Data Analysis and Visualisation  
Quantitative Research  
Qualitative Research

Structured problem-solving approach  
Data-driven and insight-based approach  
Persuasive communication

Organisation skills  
Flexibility  
Constant Curiosity

## Education

- 01/2019 - 06/2020 **Master of Applied Psychology** [The University of Melbourne](#) Melbourne, Australia
- Coordinated a team of 5, conducted research and designed a strategic slide deck report on the impact of blockchain on the Australian seafood processing industry. The result, which can be seen [here](#), was a visually pleasing report presentation, consists of specialised literature review, evidence-based insights, and insight-based recommendations.
  - Designed an evidence-based and theory-driven application [interface](#) to improve the current COVIDSafe application and ensure social distancing among Australians.
  - Produced a concise, compelling and well-researched [review](#) on maternal obesity and overweight epidemic in Australia and advised Australian health authorities on optimising communication budget. Introduced 2 theory-based targeted interventions and 6 personalised advertisements addressing Australian expectant mothers.
- 07/2015 - 07/2018 **Bachelor of Arts in Psychology, and Linguistics and Applied Linguistics**  
[The University of Melbourne](#) Melbourne, Australia

## Relevant Work Experience

- 06/2020 - Present **Founder | Creative Director | Researcher | Web & App Developer | UX/UI Designer** [The Attitude and Behaviour Change Consulting \(ABC Consulting\)](#) Melbourne, Australia
- Founded and led a team of 5 exceptional Master of Applied Psychology and Social Work graduates dedicated to conduct quantitative and qualitative research to aid the design and development of applications that help users to influence their behaviours and formulate new and healthy habit
  - The current project is a health application targeting individuals who want to adopt healthier habits while learning up to date medical information simultaneously
  - Leading, designing and conducting the process of specialised research and research translation
  - Designing user interfaces of behaviour change app and the start-up website
  - Developing specialised app for iOS and Android users and personalised website
- 03/2020 - 05/2020 **Research Assistant (Fieldworker)** [Cancer Council Victoria](#) Melbourne, Victoria
- Conducted peer-reviewed academic literature and 'grey-area' literature search using EndNote
  - Synthesised relevant data from different areas, such as Psychology, Business and Marketing

## Other Work Experience

- 01/2021 - 03/2021 **Research Assistant (Fieldworker)** [Cancer Council Victoria](#) Melbourne, Victoria
- Conducting observational data collection, management, and transference independently, with minimal guidance for a short summer project of Cancer Council Victoria
  - Liaising with partners and stakeholders to manage logistics and ensure effective data collection

- 06/2020 - 09/2020 **Associate Survey Designer and Behavioural Consultant** [FAVI Branding](#) Australia; Vietnam
  - Designed surveys using theory-based research methodologies and provided on-going support for 2 projects on Branding and Brand Loyalty to enable a high quality data analysis
- 01/2020 - 02/2020 **Research Assistant (Fieldworker)** [Cancer Council Victoria](#) Melbourne, Victoria
  - Conducted observational data collection, management, and transference independently, with minimal guidance for one of Cancer Council Victoria's annual summer project during the first 2 months of 2020
  - Liaised with partners and stakeholders to schedule meetings and logistical problems and enable a high standard of data collection
- 02/2019 - 03/2020 **ABA Therapist/Behavioural Technician** [LP Consulting](#) Melbourne, Australia
  - Designed and provided 1:1 therapy to children with Autism Spectrum Disorder at home, community, and school to improve their learning outcome
  - Performed clinical skills instruction and behaviour reduction protocols based on the principles of Applied Behaviour Analysis
  - Tracked each individual's progress with graphs and daily data collection
  - Developed parent's and caregiver's training in line with clients' individualised treatment and behaviour reduction protocols
  - Mentored 2 new ABA therapists
  - Maintained communication channels among lead psychologist, lead behaviourist, speech therapists, occupational therapists, ABA interns, school staff and clients

## Technology

Microsoft Office	XCode	HTML	EndNote
SPSS Statistics	Figma	CSS	Zoom

## Continuing Professional Development

- 10/2020 - 12/2020 **Get into Tech** [INCO Academy](#)
- 10/2018 - 11/2018 **Preventing Dementia MOOC** [University of Tasmania](#)
- 07/2018 - 09/2018 **Understanding Dementia MOOC** [University of Tasmania](#)

## Voluntary Experience

- 03/2014 - 05/2014 **Teacher** [Victoria Primary School](#) Hanoi, Vietnam
  - Taught English and managed classes of 16 to 20 primary school children, ages 6-9
- 11/2013 - 01/2014 **Teacher** [Bambino Kindergarten](#) Ho Chi Minh City, Vietnam
  - Taught English to a small class of 3, consisted of children with ADHD and Autism Spectrum Disorder, ages 11-13

## Languages

English	Vietnamese
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## Reference

Available upon request.

## Interests

Puzzle and Crossword	Balloon Arts	Cooking & Baking
Coding	Daily 2-minute plank	Gardening