

# Ben Pham

---

## EXPERIENCE

### **Senior Growth Product Designer** at Help Scout

2022 - Present

Led the design for the Growth and Artificial Intelligence cross-functional feature teams.

Increased top-of-funnel volume from 1,000 to 1,400+ trial sign-ups month over month by designing a streamlined sign-up flow using Google sign-in and removing user friction.

Defined setup and activation metrics for the core value of the product working alongside a data analyst. Shipped multiple experiments to increase setup rates from an average of 18% to a historical high of ~24% month over month.

Designed a 7-day expansion experiment that resulted in over \$16,000 of monthly recurring revenue by releasing an AI feature trial.

Established a foundation for future growth strategy, tactics, and metrics by performing an end-to-end audit of the entire customer experience from acquisition, through to conversion.

### **Product Designer** at Pendo

2021 - 2022

Led a research project alongside my Product Manager that influenced executive leadership to establish Analytics as a multi-year initiative. Designed early-stage concepts that established the long-term product vision and strategy.

Designed a SCIM User Management flow that created enterprise-level user provisioning for Pendo's largest customers.

### **User Experience Designer** at Lendio

2019 - 2021

Redesigned an invoicing feature that increased payment processing usage from 13% to 20%, while facilitating over \$30,000,000 in invoice payments through the platform.

Reduced new user churn from 79% to 69% in six months by surfacing pain points to stakeholders, gaining buy-in, and redesigning the entire onboarding experience.

---

## INFO

[hello@benpham.co](mailto:hello@benpham.co)

(605) 254-4172

[benpham.co](http://benpham.co)

---

## SKILLS

User experience design  
Holistic growth strategy  
Product-led growth tactics  
Data analysis  
User research  
Usability testing  
Interactive prototyping  
Interaction design  
Information architecture  
Communication  
Storytelling  
Design systems

---

## EDUCATION

### **BA, Business Administration**

Augustana University

2012 - 2016

Emphasis in Marketing