

Ariel Nguyen

UX DESIGNER

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 /arielnguyen

 (415) 503-8495

EXPERIENCE

XL Construction • *Website Designer*

Oakland, CA | AUG 2021 – PRESENT

- User Research & Analytics: using analytics and research to inform approaches for new features/functionality for the company's website and intranet.
- Website: redesigned the company's public website and intranet.
- Design: social media, email marketing campaign, web graphics

SAFI Label • *Product Designer*

Remote | APR 2022 – MAY 2022

- Audited current website using Google Analytics and competitive research
- Conducted in-depth interviews with likely end users to identify pains and needs.
- Based on the research, worked with 3 UX designers to design an e-commerce website for wholesale buyers to source supplies from Africa.
- Created journey mapping, wireframe, and prototype.
- Perform two rounds of usability testing on likely end users.
- Documented all key findings, takeaways and presented to the client at weekly check-in.
- Exported prototype using Zeplin to transfer the work to developers.

Springboard • *UX Design Certificate*

Remote | AUG 2021 – MAY 2022

Weekly 1-on-1 mentored session with an industry professional

- TravelFeed Mobile App
 - Conceptual project with an end-to-end process where I used a complete IDEO's Human-Centered Design and Lean UX Design Thinking process to create a Social Media platform for travel lovers to share their photos, trips, and ideas.
- PostUp Mobile App
 - A 5-day sprint project to create an app that provides a listing of workable locations for freelancers. The process consists of 5 major steps: researching users and competitors, defining key features and flows, sketching, prototyping, and testing.

CSE Insurance Group • *Marketing Consultant*

Walnut Creek, CA | JAN 2020 – AUG 2021

- UX: developed style guides, UI components, and performed usability testing.
- Website: manage all company websites' content using WordPress and SharePoint.
- Customer Analysis: analyze data that led to the new product launch.
- Design/Branding: created branding guidelines, marketing assets, and collaterals.

Franciscan Charity • *Media and Marketing Manager*

San Francisco, CA | JUN 2016 – JAN 2020

- Redesigned website, managed web content, implemented an e-commerce system.
- Produced and managed visual and video content on multiple channels: social media, email marketing, website, TV commercial, and print ads.

SUMMARY

A passionate Product Designer with a graphic design and marketing background, specializing in UX design with coding proficiency.

SKILLS

UX DESIGN - RESEARCH

Iterative Design • UI Prototyping
Design Systems • Wireframing
Information Architecture
User Research • User Empathy
Heuristic Evaluation • Affinity Mapping
User Flows • Journey Mapping

OTHERS

Graphic Design • Photography
Video Editing • Motion Graphics
HTML • CSS • JS

TOOLS

Adobe XD • Sketch • Figma
InVision • Miro • Zeplin
Photoshop • Illustrator • InDesign
Premiere Pro • After Effect
WordPress • HubSpot
Google Analytics

EDUCATION

Academy of Art University

Bachelor of Science in Motion Pictures and Television

JUL 2013 – MAY 2016

Specialized in Cinematography and Directing

Springboard

UX Design Career Track

AUG 2021 – MAY 2022

6-month, 300+ hour, mentor-led UX Design Intensive. Includes a Capstone Project and an Industry Design placement.

LANGUAGES

English
Vietnamese