

Ariel Nguyen

A data-driven UX Designer with a marketing and graphic design background specializing in prototyping with coding proficiency.

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Experience

WEB DESIGNER • XL Construction

Oakland, CA | AUG 2021 – PRESENT

- Responsible for the holding company and all subsidiaries' websites.
 - + Conducted user research, created user flows, wireframes, and collaborated with developers to redesign XLConstruction.com. Administrating the website using WordPress. As a result, web traffic has increased to over 200%.
 - + Redesigned and developed Bradleyconcrete.com, ElevatedCS.com, and Timber-Quest.com. Helped drive the user engagement rate from 33% to 75%.
 - + Ideated and executed the organization's intranet system and landing pages using SharePoint and Interact to improve user engagement by over 50%.
- Using analytics and research monthly to inform approaches for new features for all websites, intranet, and digital campaigns.

PRODUCT DESIGNER • SAFI Label

Remote | APR 2022 – MAY 2022

- Audited current website using Google Analytics and competitive research
- Conducted in-depth interviews with end users to identify pain points.
- 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 clients in weekly check-in.
- Exported prototype using Zeplin to transfer the work to developers.

MARKETING CONSULTANT • CSE Insurance Group

Walnut Creek, CA | JAN 2020 – AUG 2021

- Developed style guides, UI components and performed usability testing for CSE Quick-Fix mobile app.
- Designed and developed the company's intranet using SharePoint Online.
- Administrated the company's public website, user web portal, and email marketing system.
- Performed A/B testing, analyzed data to the executives, supported the decision making process which led to new product launches.
- Created branding guidelines, marketing assets, and collaterals.

MEDIA AND MARKETING MANAGER • Franciscan Charity

San Francisco, CA | JUN 2016 – JAN 2020

- Redesigned the company's website, managed web content, and implemented the company's e-commerce system.
- Produced video content on multiple channels: social media, website, and television.
- Created visual art, print ads, email newsletter, and marketing collaterals.

Skills

UX/UI

- | | |
|--------------------------|----------------------|
| User Research | User Empathy |
| User Flows | Heuristic Evaluation |
| Affinity Mapping | Design Thinking |
| Journey Mapping | Ideation |
| Wireframing | Prototyping |
| Iterative Design | Design Systems |
| Interaction Design | Responsive Design |
| Information Architecture | |

OTHERS

- | | |
|-----------------|---------------|
| Graphic Design | Video Editing |
| Motion Graphics | HTML |
| CSS | JavaScript |

TOOLS

- | | |
|-----------|------------------------|
| Adobe XD | Adobe CC |
| Sketch | Illustrator |
| Figma | Photoshop |
| InVision | Premiere Pro |
| Miro | After Effects |
| Jira | InDesign |
| Zeplin | HubSpot |
| WordPress | Google Analytics |
| KeyNote | MS Office / SharePoint |

Education

ACADEMY OF ART UNIVERSITY

BS in Motion Pictures and Television

JUL 2012 – MAY 2016

Specialized in Cinematography and Animation

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