

Ariel Nguyen

A data-driven Website Marketing Manager with a UX design background specializing in data analytics, web development, and video product for web.

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Experience

WEBSITE COORDINATOR • XL Construction

Oakland, CA | AUG 2021 – PRESENT

- Responsible for the holding company and all subsidiaries' websites: XLConstruction.com, BradleyConcrete.com, ElevatedCS.com, Timber-Quest.com, and the company intranet. Work includes conducting user research, designing, developing, A/B testing, and managing the websites using WordPress CMS. As a result, web traffic on all websites has increased to over 200%.
- Analyzing data monthly to provide insights and improve SEO for all websites, intranet (web and mobile app), and digital campaigns.
- Designing marketing content, from concept to execution, across multiple channels, such as email, social media, ads, videos, landing pages, etc.
- Making sure all marketing collaterals are consistent with branding guidelines.

CREATIVE DESIGNER • BakerAvenue Wealth Management

Remote (Contract) | OCT 2022 – PRESENT

- Created motion graphics and edited video clips using After Effect and Premiere Pro.
- Design and develop digital audio, graphics, and video assets.
- Ideated and designed web and mobile landing pages for marketing purposes.

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.
- Worked with 3 UX designers to design an e-commerce website. Created journey map, wireframe, and prototype. Perform two rounds of usability testing on 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 the CSE Quick-Fix mobile app.
- Designed and developed the company's intranet using SharePoint Online.
- Administrated and troubleshot the company's public website, user web portal, and email marketing system, focusing on B2B marketing.
- Performed A/B testing, improved SEO, analyzed data for the executives, and supported the decision-making process, leading to new product launches.
- Created branding guidelines, documentation, marketing assets, and collaterals.

MEDIA AND MARKETING MANAGER • Franciscan Charity

San Francisco, CA | JUN 2016 – JAN 2020

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

Skills

MARKETING / WEB / UX

Data Analytics and Visualization

HTML – CSS – JavaScript

User-Centered Design

Design Thinking Storyboarding

Photography Iconography

Design System Ideation

Prototyping Wireframing

Usability Testing Visual Design

Interaction Design Responsive Design

Typography

OTHERS

Video Production Multimedia Design

Motion Graphics Video Editing

Animation

TOOLS

WordPress Adobe Creative Cloud

Google Analytics Illustrator

Looker Studio Photoshop

HubSpot Adobe XD

Semrush Premiere Pro

Miro After Effects

Jira InDesign

Zeplin Sketch

Invision Figma

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