

# Madeline Nguyen

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## EDUCATION

### UC San Diego

*Bachelor of Science in Cognitive Science specialization in Design & Interaction*

**June 2025**

*San Diego, CA*

## EXPERIENCE

### UC San Diego Startup Studio

*Lead UI/UX Designer*

**Jan. 2025 - May 2025**

*San Diego, CA*

- Led UI/UX design for the mobile prototype of Modo, a smart pill device developed by a startup team
- Designed wireframes and high-fidelity visuals in Figma to showcase product functionality and user experience
- Prototyped a smart pill device with a user-centered design approach, prioritizing portability and smartphone integration.

### UC San Diego Global TIES Program

*UX Researcher*

**Jan. 2024 - May 2024**

*San Diego, CA*

- Coordinated and led regular stakeholder meetings to gather requirements, provide project updates, and ensure alignment between design goals and partner expectations
- Facilitated communication between the design team and partner company to maintain project clarity and timely feedback
- Conducted user interviews and created surveys to gather qualitative and quantitative insights
- Developed user journey maps and personas to inform design decisions and improve user experience

### Princess Nails

*Digital Marketing and Media Manager*

**Dec. 2022 - Present**

*Murrieta, CA*

- Managed Instagram and other social platforms to attract new clients and retain loyal customers
- Created content strategies to boost engagement and support business growth
- Maintained and optimized business listings on Yelp and Google
- Responded to reviews and messages to manage customer satisfaction and online reputation

## PROJECTS

### Mental Health Journal App | FIGMA, FLUTTER

**Mar. 2024**

- Designed and developed a cross-platform mobile application using Figma and Flutter to support mental health for Vietnamese youth, focusing on accessible UI/UX and culturally relevant features while collaborating with an interdisciplinary team to ensure alignment between design and development.
- Created wireframes, low- and high-fidelity prototypes, mood boards, and a visual style guide, then transitioned these designs into a fully functional Flutter app, ensuring visual and interactive consistency across platforms

### Personal Portfolio | REACT.JS

**Oct. 2024**

- Built a personal portfolio website to showcase design and development projects, focusing on responsive layout, smooth navigation, and clean visual presentation.

### Princess Nails Website Redesign | FIGMA, ADOBE ILLUSTRATOR

**June. 2025**

- Currently redesigning the website for a long-standing nail salon using Figma and Adobe Illustrator, focusing on modernizing the brand, improving usability, and enhancing mobile responsiveness.

## SKILLS

### Languages, Frameworks, Libraries, Relevant Coursework, and Other Skills

Figma, HTML/CSS, Javascript, React JS, Flutter, Bootstrap, RStudio, Conversational Vietnamese