Alexandra Tolmacheva Nguyen
UX/UI Designer

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Objective

Motivated and knowledgeable designer looking for exciting opportunity in UX/UI field. Capable of producing intuitive and beautiful user experience design from conception to implementation for smart phones , web applications and websites. In the process, I hope to challenge myself by learning new skills and technologies in interface design and front-end development.

Experience

Abgent
UI/Visual Designer
2013-current I San Diego, CA

- UI and Visual design for Abgent, WuXi Apptec website, WuXi Biosciences global website, "MegaPoints" reward program
- User research, interactive design (low and high-fidelity wireframes), visual design (logo and style guide, web page mockups, prototype and graphic assets (icons, images)
- Print and web design (brochures, catalogs, flyers, posters, business collateral, web banners, email blast HTML/CSS coding)
- Marketing: manage ExactTarget account - add/manage users, update leads database; create/send email campaigns and provide metrics

Blue Petyl
Graphic Designer
2010-2013 I San Diego, CA

- Designed variety of graphic products including logo, business card, banners and magazine ads
- Prepared design files for 10 vendors, printers and web producers, resulting in 50% product sales increase

Expert Service Solutions, Inc.
Graphic Designer
2006-2010 I San Diego, CA

- Designed and created logo, business card, flyers, posters, trades show banners/displays per client request
- Successfully completed client projects, provided proposal layout and design under extremely tight deadlines

Russia Postal Service Corporate Office
Print Designer
2004-2010 I Russia

- Designed and arranged layout of weekly newspaper based on client`s requirements, created annual report, quarterly brochures using corporate logo and identity materials. Designed outdoor /indoor vinyl graphics solutions for post office branches.
- Worked on the projects of advertising campaigns under the direction of senior graphic designer, independently and occasionally run various projects as team lead.

Education

School of Art and Design
B.A in Fine Art and Design
Russia I 1992-1996

Mari State University
B.E.D in History
Russia I 1998-2003

Training

Designer Track UX/UI and front-end development
Bloc.io - Immersive Online Coding Bootcamp I 2015-2016

Mobile UI Design
Eclasses.org I 2013-2013

Web Technology Certificate (HTML/CSS)
Eclasses.org I 2012-2013

Skills

Mobile design, responsive design
Research: survey, writing user personas, SWOT analysis, usability testing
Interaction Design: user stories, user flow, site map, low and high fidelity wireframes
Visual Design: logo and style design, mockups, interactive prototype

Tools

Balsamiq, Axure, UXpin, Draw.io, Sketch, Photoshop, Illustrator, InDesign, Invision, Peek, Dreamweaver, HTML5, CSS3, Git