

# LEWIS NGUYEN

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## Lewis Nguyen provides a comprehensive spectrum of services for your user experience research needs

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- **Research Deliverables:** usability tests, ethnographic research, contextual interviews, affinity diagramming, persona development, heuristic evaluations
- **Design Deliverables:** wireframes, low/high fidelity interactive prototypes, mockups, storyboarding, task flows
- **Design Considerations:** project requirements, use cases, user stories, needs analysis, commercial constraints
- **And more**

## Experience

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### User Experience Designer Freelance

**July 2017 – Present**  
Huntington Beach, CA

- **Reinforced design philosophy** and formatting with style guides and usability standards
- **Directed user-centered design** decision making and content strategy with Google Analytics data
- **Optimized website code** to realize a 55% conversion rate in meaningful page views

### User Experience Intern Kagen, Inc.

**June 2016 – September 2016**  
Irvine, CA

- **Reduced expectancy bias** in survey design and needs analysis to unearth market research insights
- **Validated business goals** against defined product requirements and commercial constraints
- **Fostered productivity** and effort hours spent along 2-week Agile design sprints

## Education

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### Udacity Grow with Google Scholarship Recipient, Front-End Web Development

**January 2018 – April 2018**  
Mountain View, CA

### California State University, Fullerton Certificate – User Experience and Customer-Centered Design

**April 2016 – July 2017**  
Fullerton, CA

- **Conveyed usability requirements** with 3 carefully crafted personas which signify 3 demographic segments
- **Collaborated with peers** in ideation sessions to brainstorm feature requirements for desktop and mobile wireframes
- **Led and moderated 6 usability studies** from early planning stages to reporting usability recommendations
- **Presented ROI for UX**, attributing \$900,000 per month revenue lost due to poor customer experience

### California State University, Fullerton Bachelor of Arts – Psychology

**August 2014 – Expected 2018**  
Fullerton, CA

- **Recorded behavioral tendencies** of drivers' car horn usage during crowded intersections
- **Demonstrated placebo effect** in a blind experiment using brand name versus similar generic products

## Technical Skills

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- **Design & Research Software:** Adobe Creative Cloud (Photoshop, Illustrator, After Effects, Premiere Pro), Axure RP, Balsamiq, InVision, Sketch, Affinity Designer, Affinity Photo, Google Analytics, Trello, Meistertask, Lucidchart, GitHub
- **Front-end Web Development:** HTML, CSS, JavaScript, jQuery, GitHub Pages, Atom, Visual Studio Code