# **BRIDGITTE LY**

# **UX/Product Designer**

#### **EXPERIENCE**

#### SAP | Associate Product Designer

January 2020 - June 2020 | Newport Beach, CA

- Coordinated user research and interviews in order to create accurate UI/UX design of voice transcription tool based on user needs
- Responsible for end-to-end design process throughout product lifecycle including usability testing, wireframes, low/high fidelity mockups, and prototypes
- Worked cross-functionally with stakeholders and developers to prioritize tasks and make effective design decisions
- Implemented web application visuals and functionalities using HTML/CSS, JavaScript, and React

### Intevac, Inc. | Product Marketing Intern

June 2019 - December 2019 | Santa Clara, CA

- Designed and executed accelerated real-world protocols to test the durability of glass screen protectors used in consumer devices
- Spearheaded market research by gathering test results and analyzing data to find best selling points to promote and increase product sales
- Strategized with marketing firm to create captivating ideas for new product branding, photoshoots, and commercial video
- Developed weekly presentations and graphics to track product progress using MS PowerPoint and Excel

# **UCI Alpha Chi Omega** | **Web Page Master & Graphic Designer** *November 2018 - June 2019 | Irvine, CA*

- Created fliers and graphics using Illustrator and Canva to promote campuswide fundraising events for women's shelters on social media
- Redesigned the UC Irvine Alpha Chi Omega website within a month to make it more user friendly in order to attract and gain new members
- Worked collaboratively with marketing chair to generate eye-catching aesthetic themes for the organization's social media accounts
- Maintained website to inform faculty and students about fraternity's upcoming events and activities to increase campus participation

# **EDUCATION**

## University of California, Irvine

June 2020 | Irvine, CA

**B.S.** in Software Engineering

**GPA:** 3.46/4.00

Awards: Dean's Honors List (Winter 2019, Spring 2019, Fall 2019, Winter

2020, Spring 2020)

# **Evergreen Valley College**

May 2017 | San Jose, CA

A.S. in Mathematics

Cum Laude, GPA: 3.66/4.00

#### CONTACT

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### **CERTIFICATIONS**

#### **Accenture**

**Digital Skills: User Experience** 2022

### **SKILLS**

User Research
User Flows
Personas
Storyboarding
Wireframing
Prototyping
Usability Testing
Mobile Design
Web Design
Graphic Design
Visual Design

## **TOOLS**

Figma
Sketch
Adobe XD
Adobe Illustrator
Adobe Photoshop
Balsamiq
GitHub
Trello
Canva
Microsoft Office
Google Suite

## **LANGUAGES**

HTML/CSS JavaScript Java Python C++ MySQL