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