

BRIDGITTE N. LY

408-608-5198 | bridgittely@gmail.com | bridgittely.com

EXPERIENCE

SAP

Associate Product Designer

Newport Beach, CA

January 2020 - June 2020

- Coordinated user research and interviews with group of 4 participants to iterate on early design concepts in order to create accurate UI/UX 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 within 6 month timeframe
- Worked cross-functionally with stakeholders and developers to prioritize tasks and make effective design decisions using agile methodology
- Implemented web application visuals and functionalities using HTML/CSS, JavaScript, and React

Intevac, Inc.

Product Marketing Intern

Santa Clara, CA

June 2019 - December 2019

- Designed and executed accelerated real-world protocols to test and improve 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

Irvine, CA

November 2018 - June 2019

- Redesigned the UC Irvine Alpha Chi Omega website by introducing a stronger design hierarchy which increased the website's visit volume by 150%
- Maintained website to inform faculty and students about fraternity's upcoming events and activities to double the amount of campus participation
- Worked collaboratively with marketing chair to upgrade the organization's social media accounts using more modern branding in order to attract and gain new members
- Created eye-catching fliers and graphics using Illustrator and Canva to promote campuswide fundraising events for women's shelters shared across 3+ social media outlets

SKILLS & LANGUAGES

- **Design:** User Research, User Flows, Journey Maps, Personas, Storyboarding, Wireframing, Prototyping, Usability Testing, Mobile Design, Web Design, Graphic Design, Visual Design, Interaction Design
- **Design Tools:** Adobe Creative Cloud (Photoshop, Illustrator, XD), Sketch, Figma, Balsamiq, Canva
- **Office Tools:** Microsoft Office (Word, PowerPoint, Excel), Google Suite, GitHub, Trello, Slack
- **Programming:** HTML/CSS (Bootstrap), JavaScript, Java, Python, C++, MySQL

CERTIFICATIONS

Accenture

Digital Skills: User Experience, 2022

EDUCATION

University of California, Irvine

Bachelor of Science in Software Engineering, June 2020

Irvine, CA

Cumulative GPA: 3.46/4.00

Awards: Dean's Honors List (Winter 2019, Spring 2019, Fall 2019, Winter 2020, Spring 2020)

Evergreen Valley College

Associate of Science in Mathematics, May 2017

San Jose, CA

Cumulative GPA: 3.66/4.00