

# DEANNA NGUYEN

## Product designer and researcher

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### Experience

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Senior Product Designer at Intuit	2015 - current
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- Creating secure cross-product (TurboTax, Quickbooks, Mint) authentication and data import experiences for web and mobile on Intuit's central financial data platform
- Uses multiple design systems to create reusable and flexible flows, prototypes, and spec
- Collaborates with product managers, engineers, backend architects, designers, researchers, and financial institutions to deliver seamless and scalable experiences
- Designed direct banking capability for Quickbooks Online and Self-Employed for UK and Australia, helping increase market coverage for UK from 30% to 60% and AU to 75%
- Designed and drove implementation of improved help and error patterns for 1099 form import in TurboTax, enhancing import success rate and data quality

Design Lead at Ember	2015
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- Crafted end-to-end experience, brand, and voice and tone for an esports team
- Produced brand guidelines, websites, and visual assets that helped garner a following of 4,000+ fans
- Ember secured \$2m in seed funding

Co-founder at Fyzzed	2008 - 2014
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- Started a small online business selling personally designed apparel and accessories
- Coordinated events with our community of over 10,000 followers internationally
- Held charity campaigns donating over \$700 to UNICEF, Doctors without Borders, and Chrome for a Cause
- Drove 200% profit increase through creating a website and improving overall customer experience

### Education

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UCLA, B.S. Psychobiology	2011 - 2015
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Stanford University, Continuing Studies	2017
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### Projects

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Building Alexa Skills: Pro Workout, Product Design Challenge	2018
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Spark Program: Volunteer mentor	2018
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- Mentored 2 middle schoolers on design-centered thinking and rapid prototyping for 10-weeks, culminating in a food recommendation mobile prototype

### Skills & tools

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Sketch, Adobe Suite, Figma, Axure, InVision, UserTesting, Zeplin, Abstract