

DEANNA NGUYEN

Product designer and researcher

San Francisco, CA / deanna.ux@gmail.com / deannanguyen.com

EXPERIENCE

Senior product designer at Intuit	2015 - current
--	----------------

- Creates secure cross-product (TurboTax, Quickbooks, Mint) authentication and data import experiences for web and mobile on Intuit's financial data platform
- Collaborates with product managers, engineers, backend architects, designers, researchers, and financial institutions to deliver robust prototypes, detailed spec and scalable experiences
- Designed feature that increased market coverage of UK/AU banks by 30%+ in QuickBooks
- Improved 1099 and W-2 data import experiences, enhancing import success rate and data quality for TurboTax and Intuit Tax Online
- Works across design systems and contributed components to the Intuit Design System
- Trained as an Intuit design coach and accessibility advocate

Design lead at Ember	2015
-----------------------------	------

- Crafted end-to-end experience and brand for a competitive esports team
- Produced brand guidelines, sites and visual assets helping garner a following of 4,000+ fans
- Ember secured \$2m in seed funding

Co-founder at Fyzzed	2008 - 2014
-----------------------------	-------------

- 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 by releasing a site and improving overall customer experience

EDUCATION

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

PROJECTS

Building Alexa Skills: Pro Workout, Product Design Challenge	2018
Spark Program: Mentor	2018
<ul style="list-style-type: none">• Mentored 2 middle schoolers on design-centered thinking and rapid prototyping for 10-we culminating in a food recommendation mobile prototype	

SKILLS & TOOLS

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

