

DEANNA NGUYEN

Product designer and researcher

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EXPERIENCE

Senior product designer at Intuit	2015 - current
<ul style="list-style-type: none">• 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 direct banking capability for Quickbooks Online and Self-Employed for UK and Australia, helping increase market coverage for UK by 30% and AU to 75%• Designed improved 1099 and W-2 data import experiences that enhanced import success rate and data quality for TurboTax and Intuit Tax Online• Created components for the Intuit Design System• Trained as an Intuit design coach and accessibility advocate	
Design lead at Ember	2015
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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-weeks, culminating in a food recommendation mobile prototype	

SKILLS & TOOLS

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