DEANNA NGUYEN

Product designer and researcher

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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 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

- 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

- 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