

DEANNA NGUYEN

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EXPERIENCE

Senior Product Designer, Health Data Platform at [Ro](#) 2021 - Present

- Revamped patient intake experience to improve accuracy and enable safer decision-making for physicians, accelerating approval for care by 33% for 6,000+ patients annually
- Redesigned how physicians review patient treatments, resulting in 18,000+ hours saved annually and \$1.35M+ annual savings
- Launched 0→1 in-house insurance benefits verification experience, resulting in \$1M+ annual savings
- Led workshops and user research studies with cross-functional partners in product, engineering, data science, and clinical to drive product strategy and define user problems and opportunities
- Helped establish, recruit, and manage interns for Ro's inaugural product design internship program

Lead Product Designer at [VetScribe](#) (Freelance) 2023

- Designed and launched a 0→1 AI-powered voice transcription, summarization, and billing [app](#) for veterinarians, streamlining the medical record keeping process
- Developed user research strategy for piloting the mobile and web app at two veterinarian hospitals

Design Manager at [Lively, Inc.](#) 2019 - 2021

- Founded design team at a fintech startup, growing headcount by 200% over 2 years and establishing design culture, hiring, and career development foundations
- Designed 0→1 products and features in collaboration with product, engineering, data, and marketing
 - Launched guided HSA investing, increasing Lively's AUM by \$5M+
 - Improved HSA onboarding conversion rate by 15% through a redesign
 - Designed a 0→1 full-service FSA product that launched to 10 employers in our pilot program
 - Built an accessible design system from the ground up

Senior Product Designer, Financial Data Platform at Intuit 2015 - 2019

- Created secure cross-product (TurboTax, Quickbooks, Mint) authentication and data import experiences
 - Improved TurboTax tax data import success rate by 21% and increased error coverage to 75%
 - Enabled Quickbooks' expansion into [Australia](#) and the [UK](#) by designing bank authentication and import features
- Certified in Intuit's design methodology, accessibility, and design systems best practices

Co-founder at [Fyzzed](#) 2008 - 2014

- Founded a small online business selling personally-designed apparel and accessories
- Planned and led online and in-person events and fundraisers for our community of 10,000+ followers
- Drove 10X profit increase by redesigning the online shopping and check out experience

LEADERSHIP & COMMUNITY

Workshop facilitator, speaker, and mentor

- Organized design-thinking workshops and talks for students at institutions such as UCLA, [USC](#), [Rutgers](#), [California College of the Arts](#), [ADPList](#), and YMCA's Tech+Design Program

Founder, [days full of](#)

- Founded an art and design studio providing paid creative services and pro-bono work for local small businesses and community organizations

EDUCATION

UCLA, B.S. Psychobiology

Stanford University, Continuing Studies in Artificial Intelligence