DEANNA NGUYEN

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EXPERIENCE

Senior Product Designer at Lively, Inc.   2019 - Present
- First designer at a healthcare/fintech startup building modern Health Savings Accounts (HSA) and Flexible Spending Accounts (FSA)
- Led end-to-end design of new features from the ground up and redesigned critical user flows
  - Launched a guided HSA investing feature enabling users to generate wealth, increasing Lively's AUM by ##M
  - Optimized the HSA onboarding experience, increasing conversion rate by ##%
  - Created a new and modern FSA product, strengthening Lively's competitiveness in the employer benefits market
- Collaborated with engineers to build and implement an accessible design system
- Led research and product strategy in partnership with product managers and data scientists
- Experienced in building products from scratch and executing with speed, quality and scalability

Senior Product Designer 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%
- Designed several banking features enabling Quickbooks' expansion into Australia and the UK
- Worked across design systems and contributed components to the Intuit Design System
- Trained as an Intuit design methodology coach and accessibility advocate

Brand Designer at Ember (Freelance)   2015 - 2016
- Crafted end-to-end web experience and brand for a competitive esports team, helping garner a following of 4,000+ fans

Co-Founder at Fyzzed   2008 - 2014
- Founded a small online business selling personally-designed apparel and accessories
- Coordinated online and in-person events with our community of 10,000+ followers internationally
- Fundraised over $700 to UNICEF, Doctors without Borders, and Chrome for a Cause
- Drove 200% profit increase by improving online customer purchasing experience

EDUCATION

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

SKILLS, PLATFORMS & TOOLS

Product strategy, research, interaction design, prototyping, visual design, accessibility, design systems
Web, mobile web, native iOS/Android
Figma, Sketch, Adobe Suite, HTML/CSS, Axure, InVision, Principle, UserTesting, Zeplin, Abstract