

# DEANNA NGUYEN

## Product designer and researcher

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## EXPERIENCE

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<b>Senior product designer at Intuit</b>	2015 - current
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- 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

<b>Design lead at Ember</b>	2015
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- Crafted end-to-end experience, brand, and voice and tone for an esports team
- Produced brand guidelines, sites, and visual assets helping garner a following of 4,000+ fans
- Ember secured \$2m in seed funding

<b>Co-founder at Fyzzed</b>	2008 - 2014
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- 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

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

## PROJECTS

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

## SKILLS & TOOLS

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