

# DEANNA NGUYEN

PRODUCT DESIGNER & RESEARCHER / SF, CA / deanna.ux@gmail.com / deannanguyen.com

## EXPERIENCE

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**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, researchers, and financial institutions to deliver robust prototypes, detailed spec and scalable experiences
- Designed feature that increased market coverage of UK/AU banks by 30%+ in QuickBooks
- Improved 1099 and W-2 data import experiences, enhancing import success rate and data quality for TurboTax and Intuit Tax Online
- Works across design systems and contributed components to 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
- Fundraised 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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**MAC & CHEESE Collective: Designer** 2017 - current

- Designs brand and marketing materials for a SF-based music collective
- Hosts shows featuring local music producers, with proceeds going to charity

**Spark Program: Mentor** 2018

- Mentored 2 middle schoolers on design-centered thinking and rapid prototyping for 10-weeks, culminating in a food recommendation mobile prototype

**Building Alexa Skills: Pro Workout, Product Design Challenge** 2018

## SKILLS & TOOLS

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