

DEANNA NGUYEN

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

EXPERIENCE

Senior product designer at Intuit	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, 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
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- 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
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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
- 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

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

MAC & CHEESE Collective: Designer	2017 - current
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- 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
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- 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
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SKILLS & TOOLS

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

