

Edward Nguyen

portfolio www.edwardux.com

email edwardnux@gmail.com

phone (206) 697 8260

Experienced UX professional focused on designing products and features with a deep understanding of people, their problems, and goals.

Experience

Skilljar

Product Designer

July 2018 - August 2019

- First product designer, led critically received product refresh featuring improved global navigation and modernization of platform
- As part of the redesign, implemented design system of components, layouts, and core design language including design principles
- Developed Skilljar's first ever user personas and tasks "scenarios" to infuse user empathy into product development process and guide UX improvements
- Lead designer on key product initiatives such as internationalization page, resulting in high adoption and increased revenue through global training commerce for Skilljar customers

LiquidPlanner

Senior UX Designer

March 2018 - June 2018

- Promoted to lead company wide effort of redesigning existing core product
- Set strategic design vision by establishing a design framework and identifying core problems to be solved as part of the product redesign
- Established cadence of frequent communication, confidence, and transparency with company by evangelizing and showing the UX process as the redesign was in progress
- Established and used research channels from disparate information sources to feed into product redesign, including: key internal stakeholder interviews, attrition and sales loss reasons, usage metrics, and retention analysis

UX Designer

July 2015 - March 2018

- Lead designer on multiple product improvement projects, from problem definition, research, usability testing, design sprints, iterating on design and oversight during implementation

- Gave regular presentations to the company and stakeholder teams to provide design updates and give insights into design decisions and learnings about our users in usability tests or interviews
- Worked cross functionally in a collaborative environment with engineers and non-technical colleagues to solve challenging and complex problems for a product that serves a breadth of different persona types

Spatial Development International

Interaction Design Intern

March 2015 - May 2015

- Supported ongoing interaction and visual design efforts to iterate and improve upon map applications for existing clientele

Apptio

Product Design Intern

Oct 2014 - Jan 2015

- Conducted internal stakeholder research to embolden and strengthen understanding of core product personas, specifically the “Sr. Finance Analyst” persona type - a core adopter and key to retention of the product
- Drafted and created a sitemap diagram for product “DataLink” to help visualize the navigation, the interactions, and general task flows
- Redesigned the product “DataLink” to make it on-brand with new global navigation redesign, while also reskinning the product to modernize and match the Apptio brand
- Design and hand-coding of HTML emails to support UX and application development teams

Vertafore

Experience Design Intern

June 2014 - Sept 2014

- Supported senior designers in their design efforts including: sitting in on usability tests and user interviews, providing design iterations on important feature projects, and analysis of usage metrics of core pages.
- Supported UX evangelism efforts by producing usability metric infographics and animated videos throughout the corporate office in Bothell, WA
- Led the winning team and design behind the summer internship challenge of designing a tool that helped internal company communication (think Slack).

Education

University of Washington

MS, Information Management (MSIM)

Sept 2013 - June 2015

- User experience design specialization, 3.8 GPA
- Competed and presented as a finalist at the [CHI 2014 Student Design Competition](#)
- Leadership role in Association of Information Management Students organization, and student board member on MSIM committee
- Recipient of William E. Henry memorial scholarship
- Recipient of UW Graduate Student Fund for Excellence and Innovation

BA, Economics

Sept 2004 - August 2009