

# Edward Nguyen

## Product Designer and Researcher

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### About

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### Professional Experience

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#### Contact

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Portfolio website: <http://edwardux.com/>

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Hello, I'm a designer and researcher with experience helping start-up and growth stage companies scale revenue and growth through empathy with users and the business. I have a diverse background in both B2B and B2C experiences and engage in owning the end to end design process to deliver successful outcomes.

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#### Reddit Inc. / Product Designer, Data Tools (Contract)

APR 2022 - DEC 2022, REMOTE

- Led research and design for a key internal analytics application leading to increased sales team productivity and incremental quarterly revenues.
- Reduced experiment issue persistence time by 35% for Reddit's internal experimentation platform by designing an MVP health check system.

#### Costco Wholesale (IT) / UX Designer II

MAY 2020 - APR 2022, ISSAQUAH, WA

- Drove 15% feature adoption and increased store traffic by co-leading research and design and collaborating with stakeholders for 'warehouse inventory online' feature.
- Reduced task time by 33% for shoppers buying contacts online by redesigning the [contacts.costco.com](https://www.costco.com) homepage through user testing, representing an increase in sales of 5% YoY.

#### Skilljar / Product Designer

JUL 2018 - AUG 2019, SEATTLE, WA

- Led visual refresh project, positively reviewed by 90% of new and current customers, [winning a Geekwire UX of the Year Award](#) shortly after.
- Halved task time for admins who publish courses by collaborating with and exploring solutions with customers and project team.

#### LiquidPlanner / UX Designer

JUL 2015 - JUN 2018, SEATTLE, WA

- Lead or co-lead researcher and designer for various key roadmap features where LiquidPlanner grew their revenue during my tenure from 6MM to 10MM ARR.
- Redesigned dashboard experience resulting in feature adoption of 50%.

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## Education

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**University of Washington Information School / MSIM**

2015, SEATTLE, WA

**University of Washington / BA, Economics**

2009, SEATTLE, WA