

Edward Nguyen

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About Me

User experience designer focused on solving problems in the enterprise software space. I believe that empathy and understanding your users is the key to great design.

Experience

LiquidPlanner

Director, UX Design

March 2018 - June 2018

- Promoted to lead company wide effort of redesigning existing core product and designated as future UX leadership of company
- 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 research channels from disparate information sources to feed into product redesign, including key internal stakeholder interviews, attrition and sales loss reasons, funneling usage metrics and retention analysis, and more

UX Designer

July 2015 - March 2018

- Lead designer on multiple product improvement projects, from problem definition, research, to usability testing, 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 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

- Dean’s list in 2004