

EDWARD NGUYEN

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Experience

PRODUCT DESIGN INTERN at Apptio from Oct 2014 to Present

Supported product design team in various initiatives. Major tasks include conducting internal employee interviews to better understand customers for persona creation, building and documenting a sitemap for a product called Datalink, and designing and implementing a new user interface for Datalink.

EXPERIENCE DESIGN INTERN at Vertafore from June 2014 to Sept 2014

Informed design and development teams about customer product use by analyzing usage analytics and crafting infographics shared internally. Performed icon and pattern research for senior designers. Iteratively wireframed new feature for a tablet product. Learned and built mental models to identify improvement areas for product offerings.

MARKETING SPECIALIST at Meridian Equity from 2011 to 2013

Created various web graphic assets such as hero images, flyers, and brochures. Maintained social media accounts on Facebook and Twitter, chose and modified content management themes for Wordpress. Occasionally helped with administrative tasks as needed.

GRAPHIC DESIGNER at Dermavita Medispa from 2009 to 2011

Primary point of contact for all graphic design, marketing and business materials, and website maintenance needs. Main priorities included creating a monthly e-mail marketing campaign in Constant Contact, updating the website with new content every week, creating business cards, flyers, and brochures for in-store usage.

Awards/Leadership

CHI 2014 Student Design Competition Semi-Finalist

Led a team of five in designing a concept fitness application for Google Glass called "Fitnamo". Our design and paper for was selected into ACM SIGCHI's Student Design Competition, with a 18.4% acceptance rate. We presented our design in Toronto, Canada.

Information School MSIM Program Committee Representative

I represent the MSIM 2015 Full-Time student body cohort in the monthly program committee meetings, attended by the program chair, advisers and senior faculty members. At this meeting, I participate in high-level discussions about the strategy for the program, and represent the student body's concerns and voice.

Education

University of Washington

Seattle, WA

MSc in Information Management, 2013 - 2015

BA in Economics, 2009

Skills

Design

Information Architecture
Sitemaps
Sketching
Wireframes
Interactive Prototypes
Iterative Design
Responsive Design

Research

User Interviews
Storyboards
Personas
Usage Analytics
Mental Models
Usability Testing

Tools

Adobe Creative Cloud
Omnigraffle + Axure
HTML
CSS/Sass
JavaScript
Twitter Bootstrap
Git