

Edward Nguyen

Product Designer and Researcher

About

Professional Experience

Contact

Location: Seattle, WA, USA

E-mail: edwardnux@gmail.com

Phone: 206-697-8260

LinkedIn: <https://www.linkedin.com/in/nguyenedward/>

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

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.

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.
- Design lead for Costco's first ever online prescription eyewear experience (<https://glasses.costco.com/>), unlocking a key online revenue stream for the business.

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%.

Education

University of Washington Information School / MSIM

2015, SEATTLE, WA

University of Washington / BA, Economics

2009, SEATTLE, WA