

# EKKALUX NGUYEN

Uncover Stories. Build Empathy. Create Experiences

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## EDUCATION

### University of California, Berkeley | B.A Legal Studies 8/13 - 5/17

- **Relevant Courses:** Web Design Decal, Bloc Bootcamp UX/UI DesignTrack
- **Campus Involvement:** Sigma Phi Epsilon, Cal Greeks Council, Intramural Soccer Ref
- **Global Internship Program:** Dublin, Ireland (Marketing Intern, Solgari)

### Bloc | UX/UI Design Apprenticeship 3/15 - Present

- Student at an immersive online UX/UI and front-end design bootcamp.
- Conduct user research/interviews, craft information architectures, create prototypes, perform usability testing, iterate based on feedback, and build front-end prototypes.

## RECENT PROJECTS

### Ridestarter | Case Study September 2017

- Designed a web application for people to crowdfund donations for charity bike rides.
- Focused on bridging the gap between fundraiser and potential riders by conducting user surveys and contextual interviews.
- Created style guide, identified growth through usability testing, iterated the design from feedback, and designed interactive low/high-fidelity prototypes.

### Simplebox | Case Study June 2017

- Designed a web application for users to conveniently collect and store information.
- Encouraged an MVP in organization by conducting competitive analysis on existing products, creating user flow, stories, and personas, and performing usability testing.
- Developed the front-end of the homepage in HTML, CSS, and Javascript.

## PROFESSIONAL EXPERIENCE

### Building Supervisor | Recreational Sports Facility 1/16 - Present

- Supervise 90+ staff members, manage a 100,000 square foot facility, assist patrons with general inquiries, and serve as the point person for events hosted by students.
- Respond to injuries, incidents, accidents, and emergency care (CPR and First Aid).

### Design & Digital Media Intern | Gateway Public Schools 7/17 - 9/17

- Collaborated with the communications director to build the back-end content for the newly initiated Gateway website with Drupal.
- Developed icon assets, graphic materials, and banners.

### Marketing Intern | Solgari (Ireland) 6/15 - 8/15

- Contacted potential leads through LinkedIn and cold-calling to promote Solgari's cloud-based technology over legacy communications.
- Wrote content and drove Solgari's social media presence with Twitter and LinkedIn.
- Promoted Solgari's brand by producing a marketing video with Adobe Premiere Pro.

### V.P Communications | Sigma Phi Epsilon 1/15 - 12/15

- Developed numerous marketing materials (advertisements, brochures, prints, and newsletters) and guaranteed the expectation of SigEp's brand.
- Acted as the lead designer and led a team of 7 to create the chapter's newsletter.
- Redesigned the chapter's website through the usage of Wordpress' custom theme.

## SKILLS

### SOFTWARE

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premiere Pro  
Adobe After Effects  
Sketch  
Balsamiq  
InVision  
Wordpress  
Drupal  
Github  
Microsoft Office

### PROGRAMMING

HTML5  
CSS3  
Javascript (working)  
jQuery (working)

### UX METHODS

User Research  
Contextual Inquiry  
Competitive Analysis  
Qualitative Methods  
Quantitative Methods  
User Personas  
User Flow  
Prototyping

### DESIGN

User Interface  
Brand Identity  
Typography  
Responsive Web Design

## INTERESTS

Education  
Fitness  
Technology  
Psychology  
Biking  
Tennis  
Traveling