

EKKALUX NGUYEN

Uncover Stories. Build Empathy. Create Experiences

925-808-9705
ekkalux_414@berkeley.edu
ekkaluxnguyen.com
linkedin/in/ekkaluxnguyen

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 a project-based online UX/UI and web design bootcamp.
- Conduct user research/interviews, craft user flows, 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 on Drupal.
- Designed brand identity logos/icons, graphic materials, and banners.

Business Development Intern | UCB Executive Education 8/16 - 1/17

- Created custom program proposals to meet clients and companies' needs.
- Researched and wrote company-briefing documents for the business development team to present to client meetings.
- Managed and organized clients' databases in Salesforce.

Marketing Intern | Solgari 6/15 - 8/15

- Contacted potential leads through LinkedIn and cold-calling to promote Solgari's cloud-based technology over legacy communications.
- Drove Solgari's social media presence through Twitter and LinkedIn.
- Promoted Solgari's brand by producing a marketing video on Premiere Pro and After Effects.

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