

DANI NGUYEN

UX/UI Designer

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Portfolio: daninguyen.com

DESIGN PROJECT

Pinterest · Mobile App Feature Design

2022-2022

- Researched, conceptualized, and designed an in-app purchasing feature on Pinterest that resulted in a 100% task completion rate.
- Utilized the existing design system to seamlessly integrate the feature within the app.

TimesheetX · Responsive Website Redesign

2022-2022

- Researched and redesigned a timesheet submission website for college student employment that resulted in a 100% task completion rate and a 50% decrease in task completion time.
- Worked collaboratively with a senior UX design mentor and participated in group critiques with fellow UX students to brainstorm and iterate the design.

Giant · Mobile App Design for a Startup

2022-2022

- Researched and designed a cryptocurrency investing app MVP that simplifies cryptocurrency for beginners and resulted in a 100% task completion rate.
 - Collaborated with a founder and an engineer to define scope and project goals.
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EXPERIENCE

Art Director & Illustrator @ DivvyBet

Remote, US · 2021 - 2021

- Defined artistic direction and illustrated a collection of 10k generative NFTs that contributed to the success of a \$2M seed investment.
- Collaborated with a project manager and 2 engineers to ideate and execute the NFT project in 3 months.

Artist & Co-founder @ The Jolly Fellows

Remote, US · 2020 - 2020

- Defined artistic direction and illustrated a collection of 10k generative NFTs that was later acquired.
- Collaborated with 2 engineers to ideate and execute the NFT project in 4 months.

Graphic Design Intern @ G9 Vietnam

Hanoi, Vietnam · 2018 - 2019

- Collaborated with one project manager, one senior graphic designer, and the customer success team to update brand identity and visual design guidelines that resulted in a 30% increase in conversion rate.
 - Designed the company's event banners, posters, and invitations under the project manager's direction and supervision.
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SKILLS

Adobe Creative Suite, Figma, Sketch, InVision, Research and Analysis, User Testing, Wireframing, Prototyping, Logo Design, Typography.

EDUCATION

DesignLab · UX Academy Graduate

Remote, US · 2021 - 2022

Bennington College · B.A. Arts and Design

Vermont, US · 2018 - 2022