ISABELLE NGUYEN-PHUOC
UX/UI ENGINEER & DESIGNER

icnguyenphuoc@gmail.com | (617) 259-6678

A strong communicator who translates clients' needs into UX solutions from idea, to mockup, to production-ready code.

EXPERIENCE

JPMORGAN CHASE & CO. SOFTWARE ENGINEER
June 2019 - Present | Wilmington, DE

- Led the redesign of a business intelligence and analytics web application for C-Suite executives as the sole designer
- Created a WCAG 2.1/Section 508 compliant GUI for an automated trading system to monitor trading on simulated markets
- Increased developer productivity by implementing CSS architecture, a UI library, and a style guide

COGO LABS DESIGN LEAD & FRONT-END ENGINEER
June 2018 - August 2018 | Boston, MA

- Launched a data-driven startup with over 12,000 active users across the United States in 10 weeks
- Established clean, scalable, mobile-first design patterns and code practices for design and engineering, respectively
- Refined user experience by conducting regular user testing and A/B tests to drive product development
- Ran A/B tests on Facebook Ad campaigns to maximize KPI performance
- Compiled, evaluated, and communicated key metrics and user experience analytics to upper management through product development forecasts and weekly presentations

AVRIO AI DESIGNER & FRONT-END ENGINEER
January 2018 - May 2018 | Boston, MA

- Overhauled the company website and integrated an AI chatbot, decreasing bounce rate by 22% and increasing leads by 36%
- Developed corporate visual identity guide to ensure company-wide cohesiveness
- Designed visual assets for inbound marketing campaigns

EDUCATION

BOSTON UNIVERSITY B.A. 2019
International Relations | Boston, MA

- Head of Design at BU's innovation & entrepreneurship lab in computer science and computer engineering
- Established the first university-funded fellowship program for UX/UI designers and product managers
- Developed a UX workshop series for CS and engineering students
- Teaching Assistant for Design & Interactive Experiences (Graduate Level)

SKILLS

ENGINEERING
JavaScript, HTML, CSS, React, Responsive Web, Jest, Java, Spring, JUnit, Git, Python, SQL, GraphQL, Agile

DESIGN
Interaction Design, UI Design, UX Research, Information Architecture, User and A/B Testing, Wire framing, Mock-ups, Prototyping, Sketch, Adobe CC

AWARDS & RECOGNITION

- JPMorgan Five Keys Award
- Six-Time Hackathon Winner
- Model UN Best Delegate
- Dean's List
- Gold Medal with All Columbian Honors from Columbia Scholastic Press
- All American Award with Distinctions from National Scholastic Press Assoc.

INTERESTS Powerlifting, Electronics & Circuits, Languages, Accessibility, Diversity & Inclusion in Technology