

# ISABELLE NGUYEN-PHUOC

## UX/UI ENGINEER & DESIGNER

isabellenp.com | contact@isabellenp.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 (UX)

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 W3C compliant GUI for an automated trading system to monitor trading activity 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
- 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

#### DESIGN

Interaction Design, UI Design, UX Research, Information Architecture, User and A/B Testing, Wire framing, 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