

# Jane Dinh

PRODUCT DESIGNER

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## projects

### MATTHEW MALLEN HAIR

JAN - MAR 2022

Worked with client and conducted competitive analysis, user interviews, and user testing to design a responsive online website prototype that captured the client's branding and business interests with the end users' needs.

### AMAZON 'GREENER' DESIGN EXTENSION

JAN - MAR 2022

Designed a clearer search and checkout flow which gives stronger cues to guide users towards more eco-conscious purchase decisions. Led design team to perform strategy, competitive analysis, lo/hifi prototyping, and user surveys/testing.

### FIGMA COMMENT SYSTEM REDESIGN

NOV - DEC 2021

Redesigned Figma's comment system which leverages multimodal input and AI to better support users' design-specific needs and bolster ideation.

### 'ROAM' TRAVEL APP DESIGN

JULY 2021

Conducted competitive and SWOT analysis for an app design that connects solo travelers to locals. Presented pitch, design concept, and business insights to stakeholders.

## education

### UC SAN DIEGO

B.S., Design and Interaction, 2022  
Summa Cum Laude

## tools

Figma, Adobe xD, Adobe Photoshop, Adobe InDesign

## skills

Rapid prototyping	User Research	Content Strategy
Storyboarding	A/B Testing	
Wireframing	Info. Architecture	
HTML/CSS	jQuery	Python
JavaScript	Node.js	Java