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