Jane Dinh
PRODUCT DESIGNER
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projects

MATTHEW MALLEN HAIR — JAN - MAR 2022
Conducted competitive analysis, user interviews, surveys, testing, and persona development to design a responsive mobile and desktop user interface design for local business.

AMAZON 'GREEN' REDESIGN — JAN - MAR 2022
Managed team to craft user personas and conduct user surveys, competitive analysis, user interface prototyping, and usability testing.
Designed a clearer search and checkout flow to incentivize users towards eco-conscious purchasing behavior.

FIGMA COMMENT SYSTEM REDESIGN — NOV - DEC 2021
Redesigned Figma's comment system to leverage multimodal input (text and NLP) and AI to better support users' domain-specific needs and bolster ideation.

SUPERFUND DATA ANALYSIS — APR - JUNE 2021
Worked with cross functional team. Extracted raw government data and employed exploratory analysis using SQL, Python, and data/geospatial visualizations to examine geographic and socioeconomic trends in designation of EPA Superfund sites.

'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., Cognitive Science spec. Design and Interaction, 2022
Summa Cum Laude (GPA 3.95)

tools

Figma, Adobe Creative Cloud, Jupyter Notebook

skills

Prototyping	User-Centered Design	User Research
Content Strategy	Storyboarding	A/B Testing
Heuristic Evaluation	Wireframing	User Personas

HTML/CSS	jQuery	Python	Git
JavaScript	Node.js	Java	SQL