

Jennifer Nguyen

UX/UI Designer

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About Me

I am a highly motivated, positive, and self-managing individual with a passion to design rich and intuitive user interfaces. I collaborate well with the Product and Engineering teams to create deliverables and communicate them to stakeholders.



Education

University of California, San Diego

B.S. Cognitive Science w/ Specialization
in Human Computer Interactions



Experiences

UX/UI Designer
(Contractor)

Jacob Tyler

June 2016 - Present

- + Lead site architecture, prototypes, wireframes and user experience strategy for a \$500,000 client. Clients include YMCA, Hensel Phelps, and more.
- + Overhauled Sudoscan's website to optimize the user experience. Newly launched site saw a 28% increase in traffic and 66% increase in conversion.
- + Pioneered a more efficient design process for 6 small budget clients thus significantly increasing the company's ROI

Graphic Designer

Autofusion

April 2015 - May 2016

- + Delegate client requests to all departments and managed 20+ projects each week in a fast-paced environment
- + Use HTML/CSS/PHP to keep websites updated and user-friendly
- + Design graphic ads and webpages that increased online leads for car dealerships
- + Manage client accounts with total monthly revenue of \$25,000
- + Consult clients on current design trends to improve their marketing strategies and rank higher in SEO

Statistics Developer
Intern

Perfect Storm Media

July 2013 - August 2013

- + Managed Google Adwords/Analytics accounts for US and UK clients with focus on SeaWorld
- + Made necessary adjustments to keywords and bids in order to optimize pay per sale rate for clients
- + Worked onsite in London, UK and gained experience working with people from all over the world



Skills

Adobe Illustrator

Adobe Photoshop

Invision

Axure

Balsamiq

Wordpress

HTML5/CSS3/PHP



Methods

Wireframing

Visual Design

Rapid Prototyping

User Research

Site Architecture

Competitive Analysis

User Personas

User Flows

Agile Scrum

Style Guides