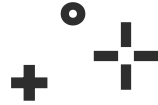# Pitchboard

Jessica Nguyen

I utilize design as a problem-solving tool to create accessible, inclusive, and human-centered solutions.

Growing up, I always had a passion for design and psychology. Now, I am studying at Michigan State University in Information Science concentrating in Human-Centered Technologies with a minor in Graphic Design, combining both of my passions through UX. Currently, I am working with a student start-up as their temporary UI/UX designer to ensure their website and features are more approachable and user-friendly in preparation for their official launch, creating and sharing low-fidelity and high-fidelity prototypes with the developers and conducting user research. Furthermore, I am also a Student Accessibility Employee for the MSU Libraries, ensuring the online educational resources are accessible for all by checking compatibility with screen readers and assistive technology, keyboard functionality, etc.

I want to contribute my design, personal experiences, and accessibility knowledge to projects that make a meaningful and memorable impact on users' lives. By integrating thoughtful design and user research, I aim to create solutions with design that are not only visually engaging, but accessible, inclusive, and human-centered.

Personas

- Jackie, 40, Company Hiring Manager
  - Jackie has a limited amount of time and wants to quickly evaluate my design skills and check if my design process is sensical. She's concerned about valuable and measurable outcomes from my projects.
- Philly, 20, Fellow Peer Designer
  - Philly is a classmate who wishes to look at my overall website for inspiration: how I lay it out, describe my UX decisions, and what to include. Time spent on the site may vary, but will likely look closely at the details.
- Aidan, 32, Client
  - Aidan, a person not familiar with UX, wants to see any valuable outcomes and impacts from projects that fit their business' needs, and if my aesthetics fit what they're looking for. Time spent on site may vary—likely quick though.

Comps

- https://kellyhu.me/
- https://www.joannehuangdesign.com/
- https://www.emilykshen.com/
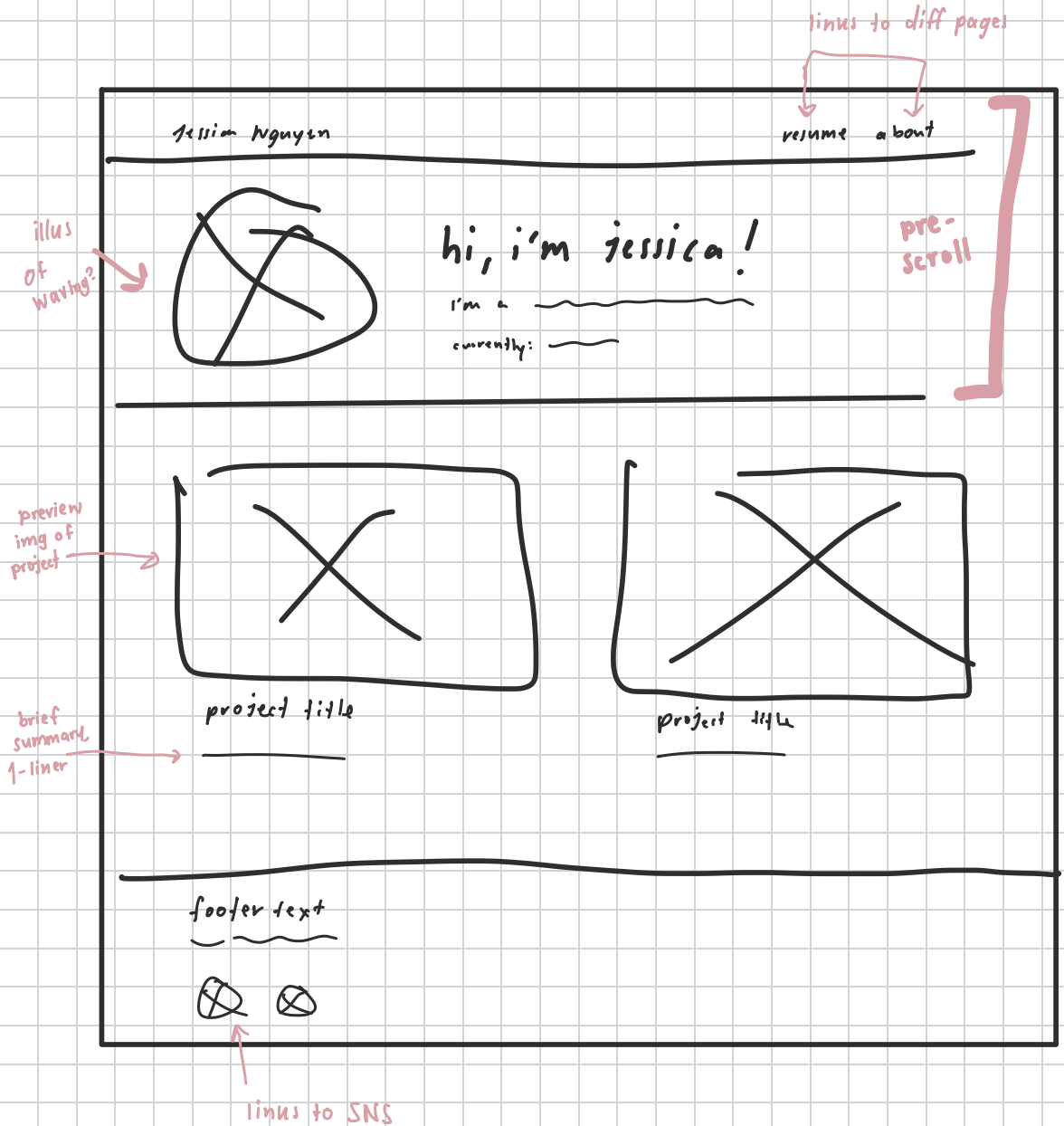
user flow:

portfolio pre-scroll intro

clicks/scrolls to find works

→

finds project of interest

swims through problem/task design process, outcomes

landing page wirefrdme

Jessica Nguyen

resume   about

pre-scroll

illus of Wavhg?

hi, i'm jessica!

i'm a _____

currently: _____

preview img of project

project title
_____

project title
_____

brief summary/ 1-liner

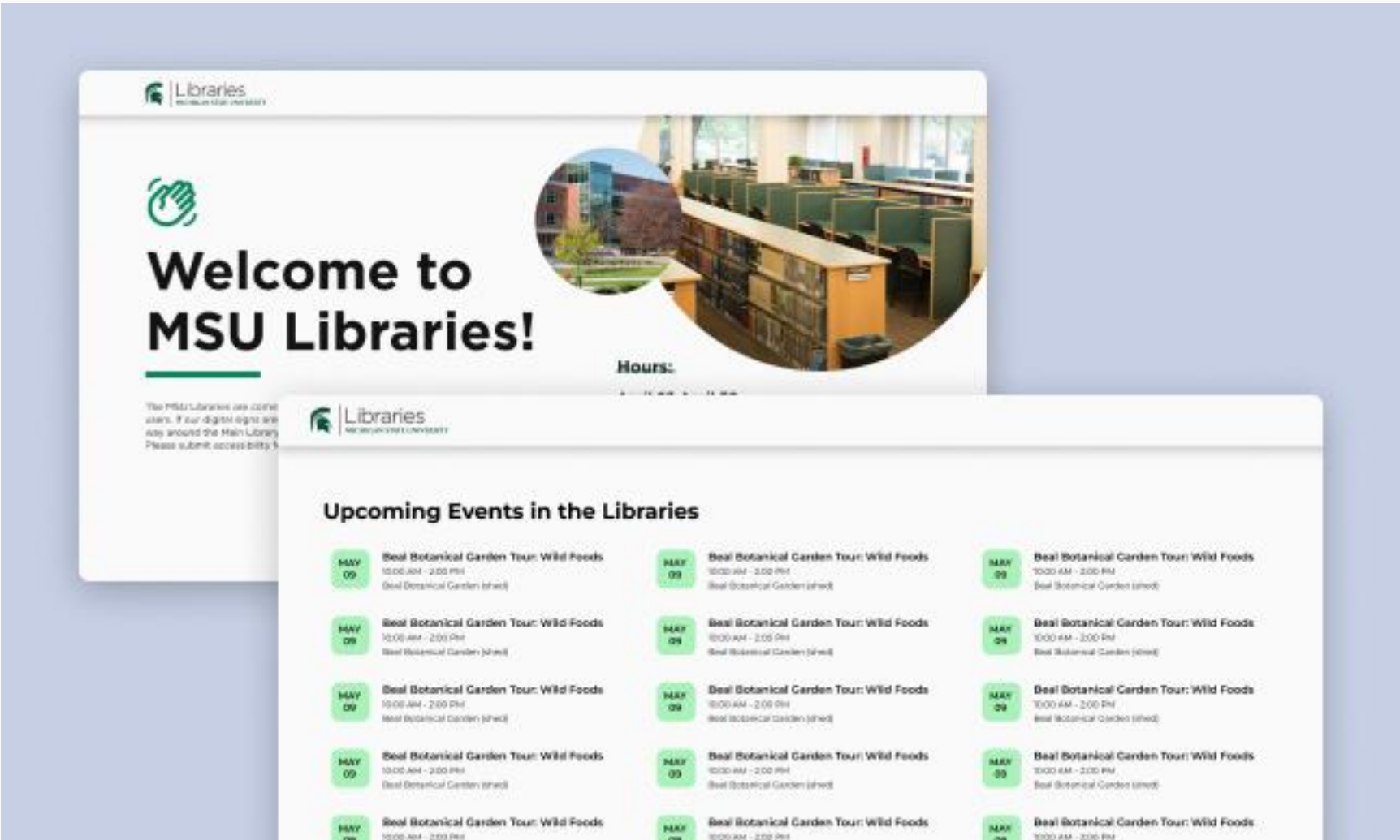footer text
_____

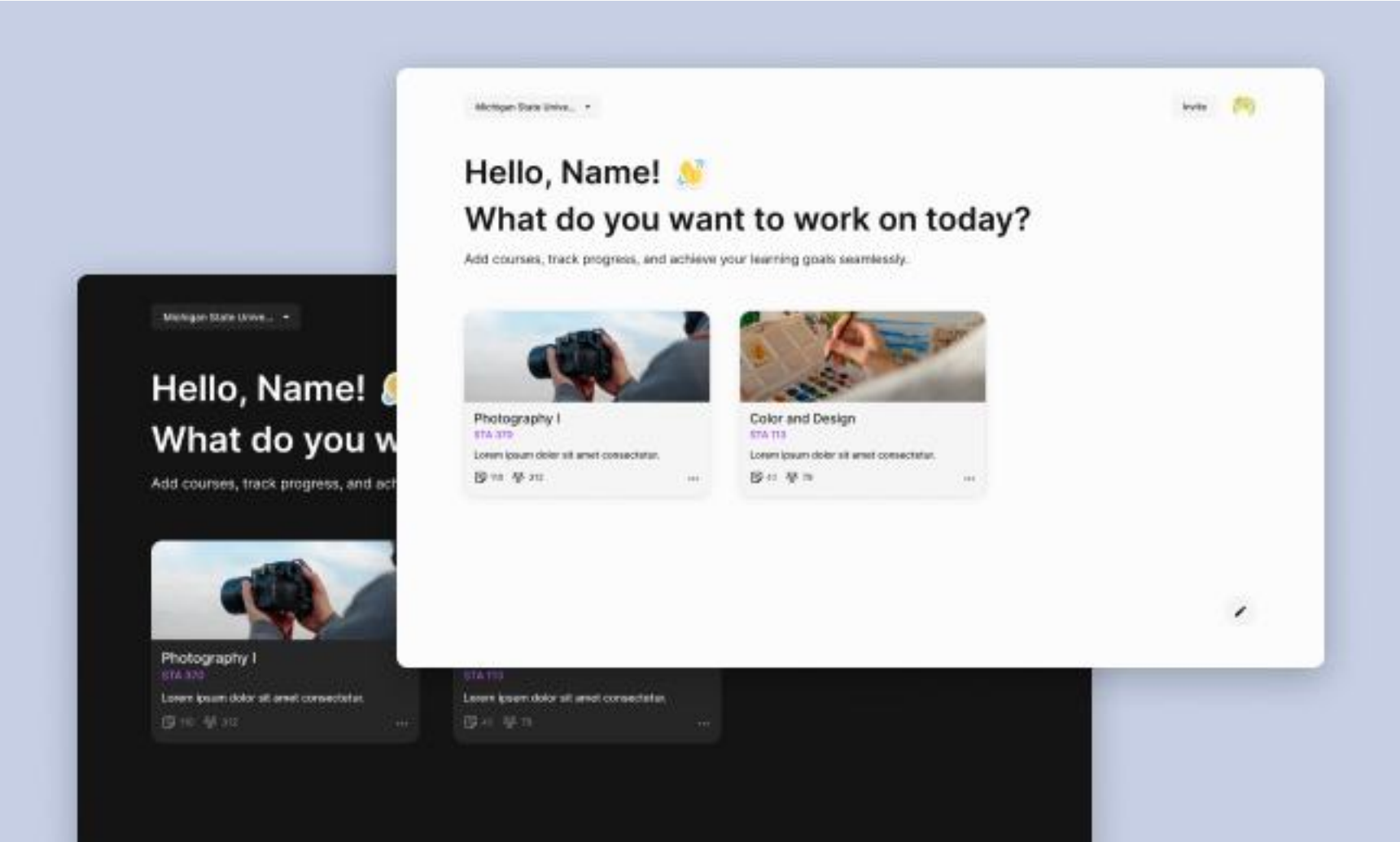links to SNS

hi! i'm jessica nguyen ₊˚✧

i utilize design as a problem-solving tool to create accessible, inclusive, and human-centered solutions.

studying information science @ msu | designing ui/ux @ notello.ai

msu libraries' digital signs

optimized digital signage by applying user insights to improve accessibility and interaction.
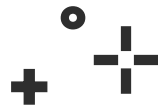
notello.ai

redesigned and conducted user research to create more intuitive and user-friendly interfaces.

say hello!

i'd love to chat! (´｡• ᵕ •｡`)

linkedin | jes.nhi.nguyen@gmail.com

Process

introduction

- over the course of this project, i wanted to ensure my portfolio website conveys "**me,**" while still keeping things **simple and easy to navigate** for recruiters/fellow peers/other visitors.
- in the pitchboard and while working on the project, i created flows and wireframes to visualize what it could become and ensure paths are as clear as possible:

user flow

lo-fi wireframes (½)

works/home page

piece page

lo-fi wireframes (2/2)
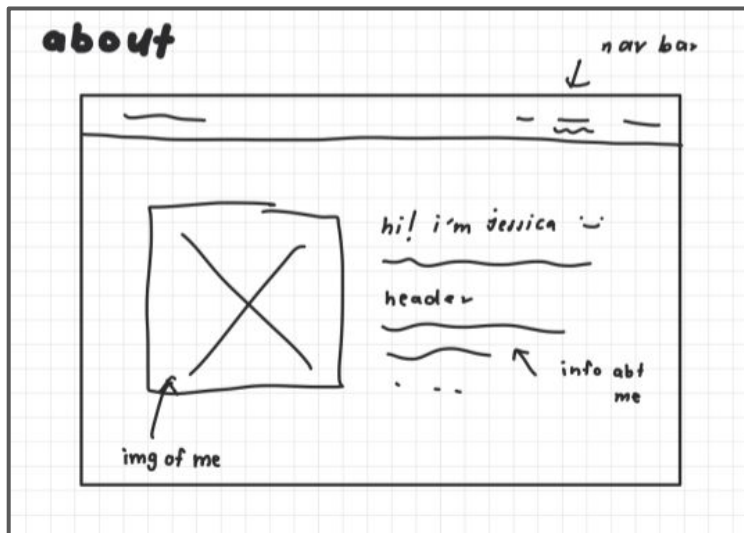
about page

changes

- eventually, after wireframing and user flows, i created my comp! which is included in the (original) pitchboard section :)
- however, the final comp did change in a few ways.
  - since i made it in the beginning of the year, i realized that some of my taste changed, and it didn't reflect the present "me" i want to show.
  - also, i just felt that the layout for the home page (aka my "works" page) could be improved slightly.

rethinking the presentation of my works a bit more, i figured there was a better way to visually showcase each one so that a recruiter can focus on it; that is:

1. a larger image to draw more attention and focus.
2. the piece in general took up more space on the screen for better focus.
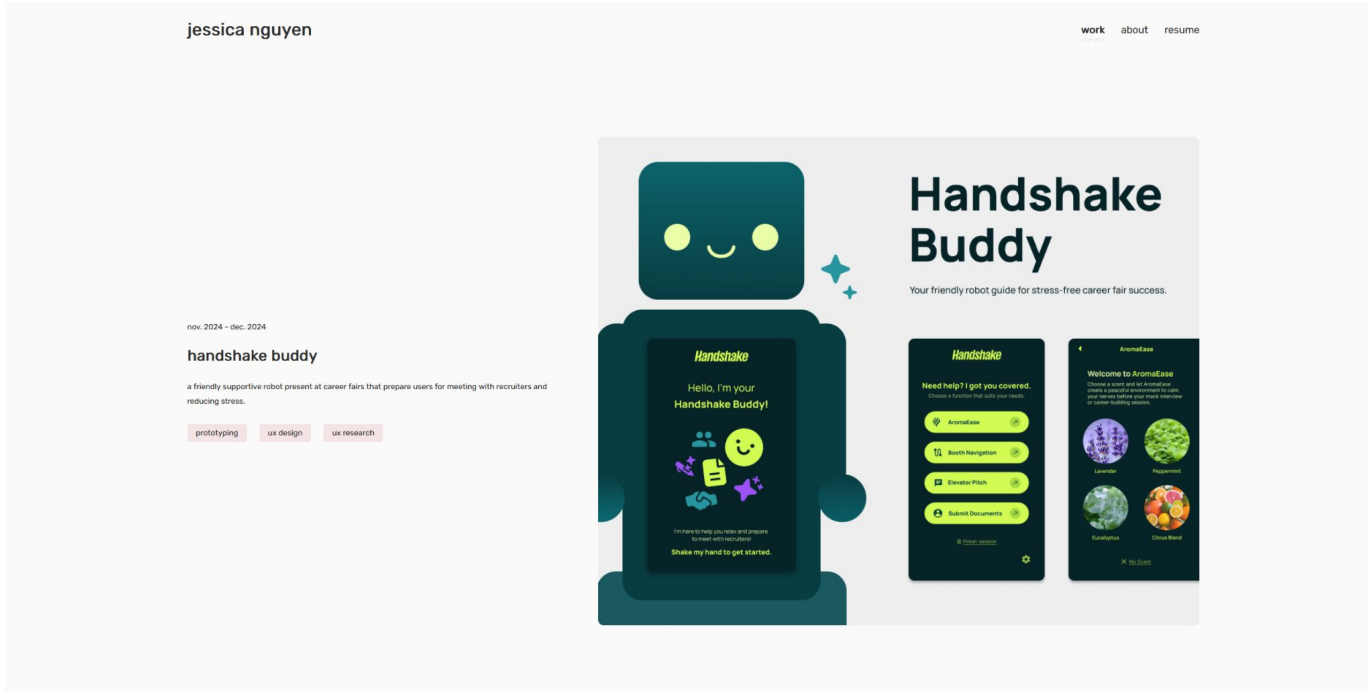
changes, continued

- instead of a blue accent, i switched to a pink.
- at the time i created the initial comp., the blue didn't really speak to me *as* personally, but i still felt that it was a beautiful shade that i resonated with.
- however, what has always stayed core to me, for whatever reason, is the color pink! thus, the small color palette changed to reflect one of the values i had of creating the website: to convey "me."
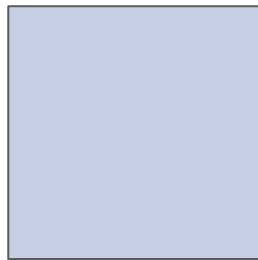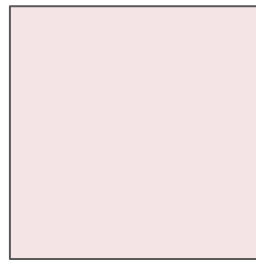
#C6CFE4   #F5E4E6

reflection

- overall, it was cool to see what i could code by myself! i got to learn a lot about html with ups and downs.
- if i got to work on it more, i would definitely try to work with the responsiveness of the site more, as well as fleshing out the portfolio piece page.
  - the media query was just a bit tricky to work with; personally, it wasn't as intuitive for me and i want to work on it!
  - due to my own time management, i wasn't able to create the portfolio piece page the way i wanted to. however, i would love to spend more time on it!

Final Previews
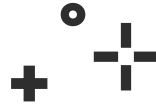
hi! i'm jessica nguyen ₊˚✦

i utilize design as a problem-solving tool to create
accessible, inclusive, and human-centered solutions.

studying information sci. @ msu | student accessibility employee @ msu libraries

pre-scroll home page

handshake buddy

a friendly supportive robot present at career fairs that prepare users for meeting with recruiters and reducing stress.

prototyping   ux design   ux research

more coming soon!

home page, scrolled (footer not shown)

hey! i'm jessica ٩(ˆ▽ˆ)و ´-

my background

i am a senior at michigan state university working towards a BFA in information science (concentration in human-centered design) with a minor in graphic design. growing up, i always had a passion for design, psychology, and the humanities. i was driven to be able to help the people around me and improve their lives in one way or another. UX design allows me to combine all of them together in a fulfilling manner to create solutions that ideally both help and brighten people's days!

my philsophies

i want to contribute my design, personal experiences, and accessibility knowledge to projects that make a meaningful and memorable impact on users' lives; especially if that means putting a smile on their faces. by integrating thoughtful design and user research, i aim to create solutions with design that are not only visually engaging, but accessible, inclusive, and human-centered.

furthermore, one of my central philosophies is to do everything with love. whatever i have a part in, i want to ensure that it's made with care, and that the care is reflected. if i can't, or don't, i might as well do nothing at all.

a bit more about me!

let's get a bit more personal! some of my hobbies and things i can never stop talking about include...

- fashion
- anime (i'm a huge otaku!)
- gaming
- cute stuff!

i hope we can connect! (｡´‿´｡)

say hello!

i'd love to chat! (^ ´ ˘ `)

linkedin | jes.nhi.nguyen@gmail.com

about page

Handshake Buddy

a friendly supportive robot present at career fairs that prepare users for meeting with recruiters and reducing stress.
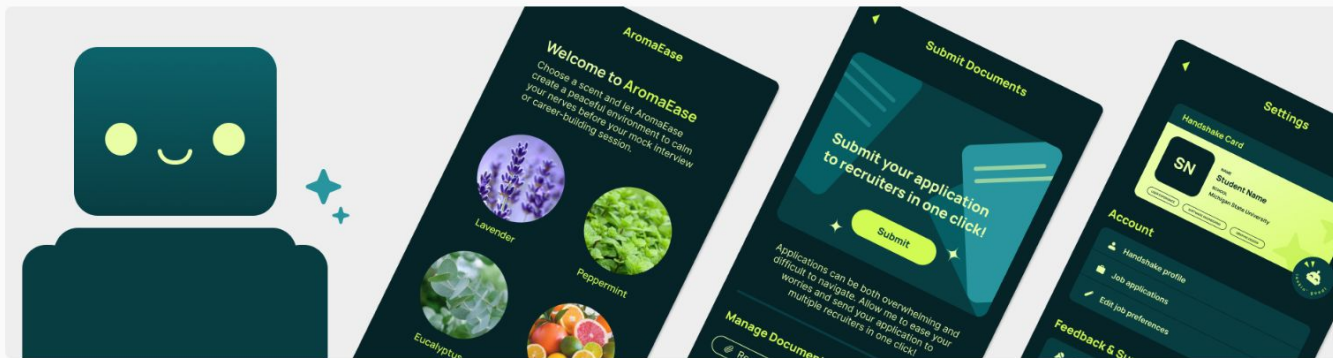
duration

nov. 2024 – dec. 2024

my roles

- visual designer
- user research

teammates

- kiana may
- alva nguyen
- matthew david
- sean o'neal

skills

- experience prototyping
- interaction design
- visual design

tools

- figma
- blender
- after effects
- premiere
- blender

pre-scroll portfolio piece page

introduction

college is a hub affluent with possibilities and opportunities for students.

however, with many factors to consider like how to stand out, how to reach out to recruiters, and being able to acquire opportunities can quickly become overwhelming and stressful.

handshake is a service focused on providing students internships, jobs, and other opportunities; as well as possible relevant content to their career journey. however, while exploring handshake, my team found a few points of improvement: that is, a more personalized timeline and job recommendations, and simplifying the paths required to access relevant resources.

thus, we identified our challenges...

the challenge

1. how can we help bridge the gap in consistent and personalized support in college students' hybrid job-search journeys?

2. how might we reimagine the experience of Handshake to create a more meaningful and relevant way for students to connect and find opportunities, while ensuring a balance between curated job recommendations, engaging content, and a streamlined search for jobs and events that align with their unique interests?"

presentation

see our presentation of this project below:

pre-scroll portfolio piece page, scrolled (footer not shown)