

# KAYLIE (DIEP) NGUYEN

UX Designer & Researcher

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## EDUCATION

### Drexel University

Philadelphia PA, USA

#### B.S. in User Experience & Interaction Design

- Anticipated graduation: June 2026
- GPA: 3.95
- Minor: Psychology
- Awards: Honors Program, Dean's List
- Organizations: DrexelCHI, PhillyCHI, AIGA Philly

## SKILLS

### UX Design

Responsive Web Design, Mobile App Design, Wireframing, Prototyping, Information Architecture, Interaction Design

### UX Research

User Persona, Journey Map, Card Sorting, Usability Testing, User Interview, User Flow, App Flow, Qualitative Research, Data Analysis & Visualization

### Software

Figma; Adobe Photoshop, Illustrator, After Effects

### Programming

HTML, CSS, JavaScript

## PUBLICATIONS

“‘Help Me:’ Examining Youth’s Private

Pleas for Support and the Responses

Received from Peers via Instagram Direct

Messages.”

ACM CHI 2023 Conference on Human Factors in Computing Systems

April 19, 2023.

## EXPERIENCE

### Sharing Excess | UI/UX Design Intern

Philadelphia PA, USA | April 2023 - Present

- Revitalized the company’s website and design system after 3 years, increasing the number of users by 30% and their positive feedback on the site by 75%
- Executing participatory design and field research on the corporate internal workflow to develop a mobile app that shortens the process by 50% and reduces human error by 75%
- Leading UX of the company by advocating for the importance of UX practice and proposing a professional UX plan for the business, in order to increase its level of UX maturity

### College of Computing & Informatics, Drexel University

#### Research Assistant

Philadelphia PA, USA | June 2022 - Present

- Surveying and interviewing teenagers nationwide to study their perspectives on effective peer mentoring, with the aim to design a digital platform prototype assisting them in mental health peer support
- Coded and analyzed a dataset of 500+ Instagram conversations to study how teens exchange support, contributing 30+ codes to the given codebook
- Visualized and simplified the data results in 50+ bar charts
- Published a research paper at ACM CHI 2023 conference - the premier international conference of Human-Computer Interaction (HCI)

## PROJECTS

### Ramen Bar Website Redesign | UI/UX Designer

- Incorporated user research and participatory design with 6 users throughout an end-to-end project
- Designed a new responsive website prototype for the restaurant, increasing users’ satisfaction by 50%
- Continuing the design iteration by constantly conducting usability testing every now and then

### Bubbly Streaming App | UI/UX Designer

- Solved the app’s interaction design problems by restructuring the app flow and adding microinteractions, which helped users perform main tasks 30% faster and more easily

