

Lena Nguyen

UX Designer

www.lenanguyen.me
lenathaongu@gmail.com
linkedin.com/in/lena-t-nguyen/
n/

Selected Projects

Gator User Design | UX Designer

Gainesville, FL | Jan 2024 - Present

- Designed and developed new website from scratch for a local non-profit student organization, focusing on user-centric principles and resonating with students
- Created wireframes, mockups, and prototypes to visualize and iterate on the website's design, incorporating feedback from organization members
- Spearheaded new visual identity and logo design

Advnt Magazine | Web Designer

Gainesville, FL | Aug 2023 - Present

- Conceptualized modern redesign of a University of Florida journalism magazine's website, prioritizing visual appeal to showcase student portfolios effectively
- Integrated social media sharing capabilities and interactive features to encourage user interaction and promote student work virally

Work Experience

Nails Trend | Receptionist

West Palm Beach, FL | May 2022 - June 2023

- Engaged with clients to understand needs, providing personalized recommendations to enhance satisfaction
- Implemented digital appointment booking systems and optimized customer traffic flow to maximize convenience and efficiency

Education

B.A. Digital Arts and Sciences

University of Florida

4.0 GPA

Aug 2023 - Jun 2027

Skills

Tools

Figma

Photoshop

Design

UX/UI Design

Visual Design

Prototyping

Wireframing

Storyboarding

User Research

User Flows

Sitemaps

Research

Usability Testing

User Interviews

Affinity Diagramming