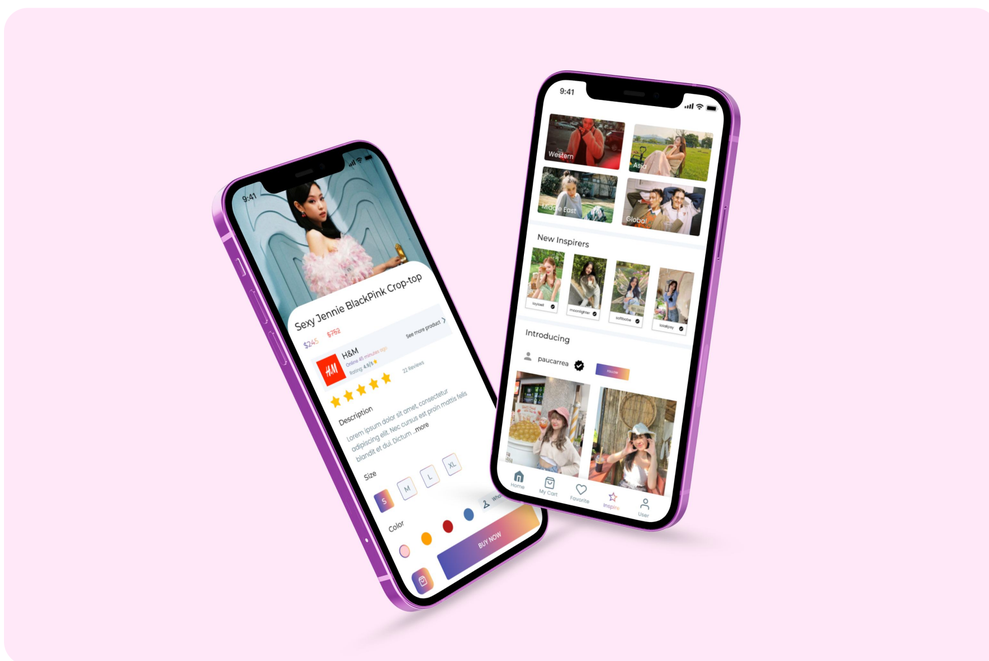
**Lyn Nguyen** is a Product Designer, elevating user-central experiences by blending creativity with innovative design approaches.

## SELECTED WORKS

### TWITCH

*UX DESIGN // FUTURE VISION // TEAM'S PROJECT*

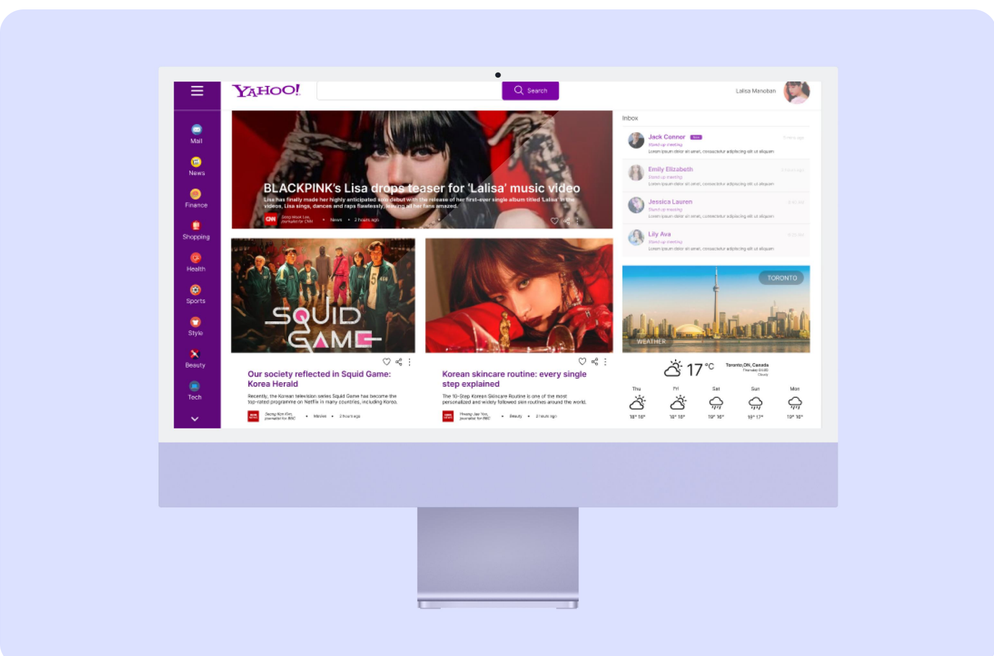
Step into a imagination streaming experience where the elevation of the content to new heights



### MOSHION

*MOBILE DESIGN // PROTOTYPING // SOLO PROJECT*

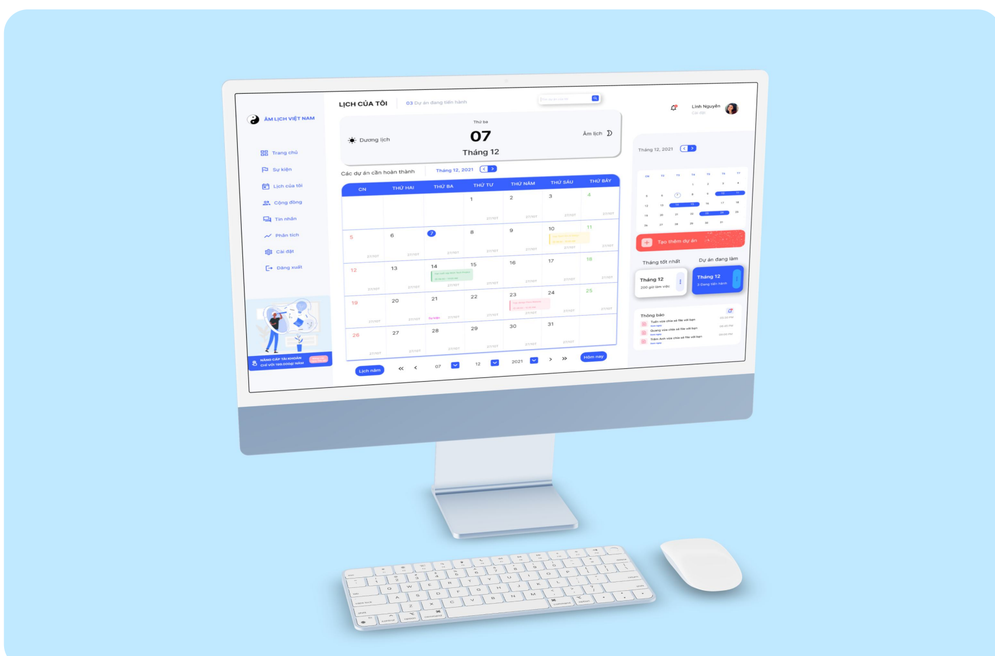
Embracing a fresh wave of sophistication and discovery when diving into a revolutionized realm of fashion expression



### Yahoo!

*UI DESIGN // EXPERIENCE DESIGN // SOLO PROJECT*

Bring a visually captivating and user-friendly platform that effortlessly integrates into users' digital lifestyle



### Vietnamese's Lunar Calendar

*UI DESIGN // EXPERIENCE DESIGN // SOLO PROJECT*

Uncover the essence of organized living, merging simplicity and productivity for a smoother daily journey

Curious? Feedback? Collaboration?

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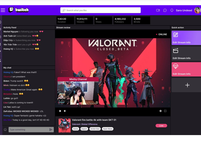
Fueled by NESTTEA & Hot Chocolate



# TWITCH

UX DESIGN | FICTIVE WORK, JT FAMILY PROJECT

Step into a imagination streaming experience where the elevation of the content to new heights

### Roles & Responsibilities

User Research, Competitive Analysis, User Interviews, Ideation, Prototyping, UI Design, Sketches, Wireframe, Usability Testing

### Project Context

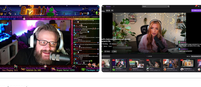
Winter 2022
Team: Lyn Nguyen, Vy Nguyen, Ha Le, Chau Vang, Yen Tran

### Tools Used

Figma
Adobe Photoshop
Adobe Illustrator

In the UX Foundations class at MacFarlane Multimedia School, students were organized into teams of five to collaborate on a project focused on redesigning a website and developing a fresh information architecture.

My group chose to work with Twitch, a platform for live video streaming, offering nearly anything you'd want to watch, from cooking, music, Q&A sessions, and — the leading driver of traffic — video games. Twitch is available for streaming on many platforms. You can visit the official Twitch website to watch streams, or use the app, which is available on iOS, Android, Windows, Mac, PS4, PS5, Xbox One, Xbox Series S/X, and devices like Chromecast and Apple TV (if your device has access to the internet and supported apps, you can probably add a live Twitch).



### Our Approach

01 **Define**
Understanding problem space
Defining project goals
Expected methods
Forming a schedule

02 **Research**
User interview
User Scenarios
User Goals
Task Analysis
Persona Creation

03 **Design**
Sketches
Wireframes
UI Layout
Prototype Design

04 **Evaluate**
Design Recommendations

Things I led

## Research

**User Interview**
Gaining valuable insights into Twitch's stakeholder's diverse user base

**User Scenarios**
Envisioning potential interactions between users and the redesigned Twitch website, and affirming a deeper understanding of individuals navigate the platform's features.

**User Goals**
Ensuring that the redesigned website caters to user needs effectively, fostering a seamless and enjoyable experience aligns with users' aspirations.

**Task Analysis**
Identifying inefficiencies, pain points, and areas for improvement within the user experience

**Persona Creation**
Tailoring the website's features, content, and interface to better meet the diverse needs and expectations of specific user groups.

We delved into various user scenarios encountered by Twitch users and presented solutions aimed at addressing challenges. Our objective was to enhance the platform's usability and accessibility, ensuring a smooth and enjoyable experience with the Twitch platform, followed by a proposed solution tailored to enhance the user experience.

We also crafted a set of questions to gather more insights from users, aiming to enhance their experience on Twitch. These questions cover various aspects such as preferred gaming platforms, time spent on Twitch, content consumption habits, and feedback on user experience.

1. What gaming platform do you often play? Define games, iOS, PS4, or Xbox?
2. How much time do you spend using Twitch?
3. Which site do you often use to play games? Twitch, Reddit, YouTube, Azubu, or Others?
4. What activities have you done among the following in the past 12 months?
5. On a scale of 1 to 10, how much do you think Twitch is related to gaming?
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7. Why do you choose to watch Twitch over other platforms?
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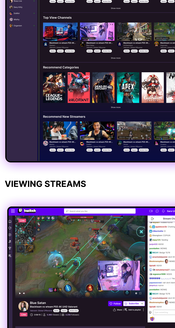
15. If you could change one thing about Twitch, what would it be?
16. Do you feel comfortable using Twitch to explore?

Based on our insights and observations from the research methods, we created three personas that captured the essence of our users and their characteristics.

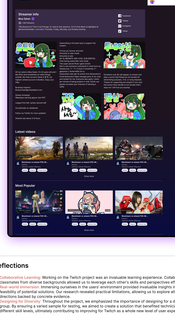
## Design

With meticulous attention to detail, we devoted substantial time and effort to meticulously crafting the perfect website for our Twitch channel, ensuring that every element is strategically placed to captivate visitors from the moment they arrive and leave a lasting impression.

### LANDING PAGE




### HOMEPAGE




### VIEWING STREAMS




## Reflections

- Collaborative Learning: Working on the Twitch project was an invaluable learning experience. Collaborating with my team members allowed us to leverage our diverse skills and perspectives, enriching the project with creativity.
- Data-driven Decisions: Immersing ourselves in the users' environment provided invaluable insights into the feasibility of potential solutions. Our research revealed practical limitations, allowing us to explore alternative solutions that addressed these challenges.
- Designing for Diversity: Throughout the project, we emphasized the importance of designing for a diverse user group. By ensuring a varied sample for testing, we aimed to create a solution that benefited technicians across different skill levels, ultimately contributing to improving for Twitch as a whole new level of user experience.

Fin.

# ABOUT ME

My name is **Lyn Nguyen**, and I am currently pursuing a degree in Interactive Media Design at Algonquin College in Ottawa, Canada.

As a dedicated design student, I have improved my skills through various projects and opportunities. This has involved designing graphics and websites, and helping create engaging user experiences. These experiences have not only deepened my appreciation for design but also allowed me to make a positive impact in my community.

While my primary focus is on design, I also have a deep appreciation for other creative outlets, including photography, filming, and experimenting with various arts and crafts projects.

As I approach graduation, I am eager to pursue opportunities in the field of interactive media design, where I can continue to grow and apply my skills in creating engaging and functional digital experiences.

## What I like outside of work? I'm glad you asked.

### Music lover.

Whether it's discovering new artists or revisiting old favourites, music has a way of calming my mind and elevating my mood. I love curating playlists to match different emotions or activities, creating the perfect soundtrack for unwinding after a busy day.

### YouTube enthusiast.

With such a vast array of content available, I can always find something entertaining or educational to engage with. From hilarious viral videos to informative tutorials, YouTube provides the perfect platform to relax and unwind while learning something new or simply enjoying some lighthearted entertainment.

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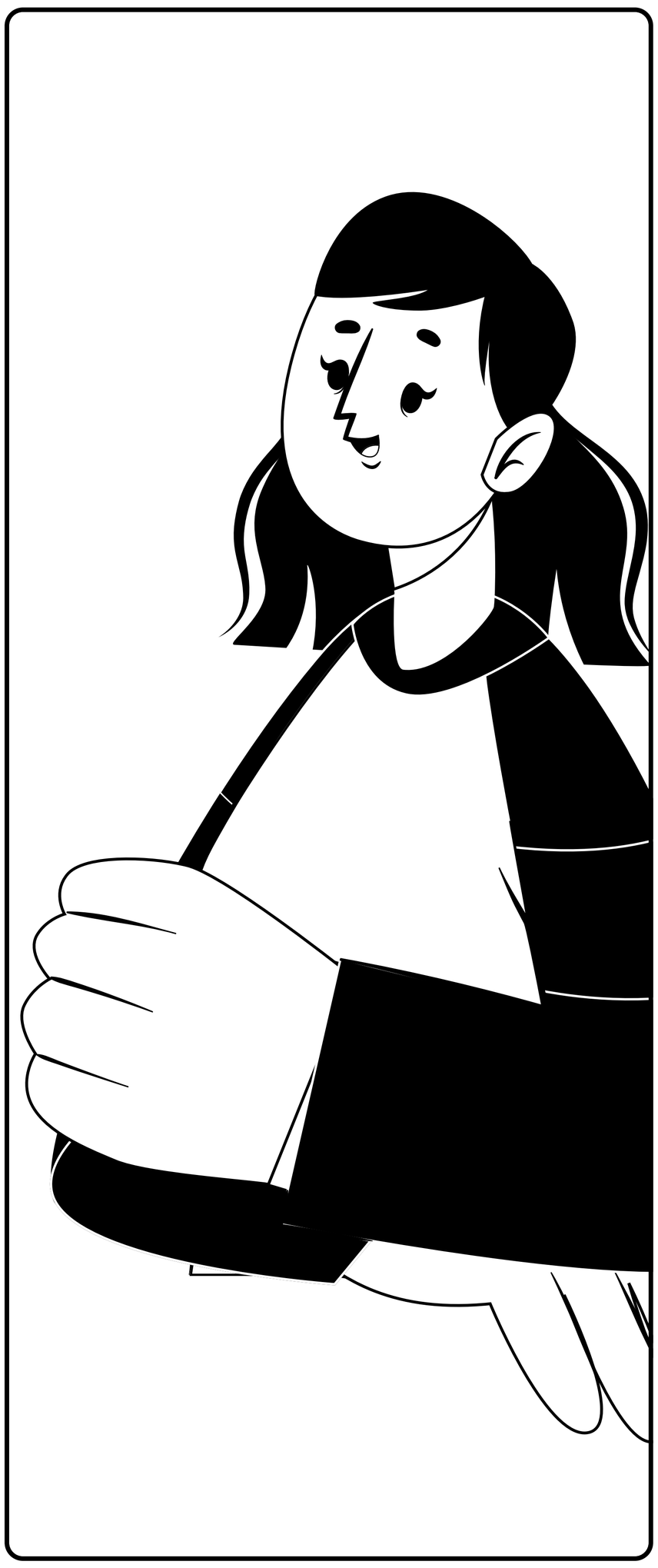

## Let's Connect.

Get in Touch

# Contact Me

If you'd like to get in touch, please feel free to reach out using the contact information provided

First Name

Last Name

Email

Phone Number

Topic

Type your topic...

Message

Type your message...

Submit

# Awesome!

Your message has been successfully submitted. Thank you for reaching out.

Back To Home

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## SELECTED WORKS

### TWITCH

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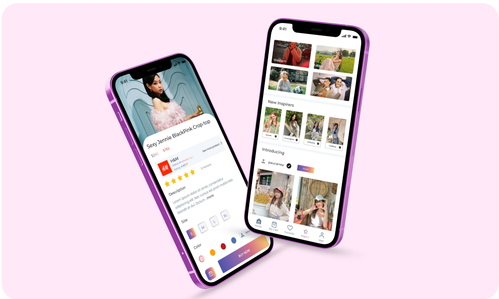
Step into a imagination streaming experience where the elevation of the content to new heights



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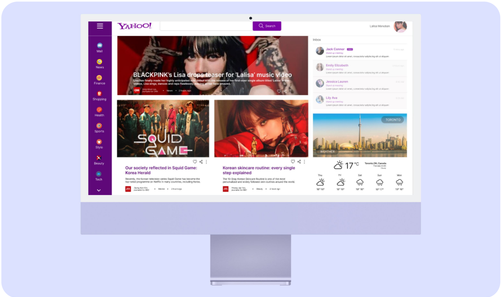
Embracing a fresh wave of sophistication and discovery when diving into a revolutionized realm of fashion expression



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*UI DESIGN // EXPERIENCE DESIGN // SOLO PROJECT*

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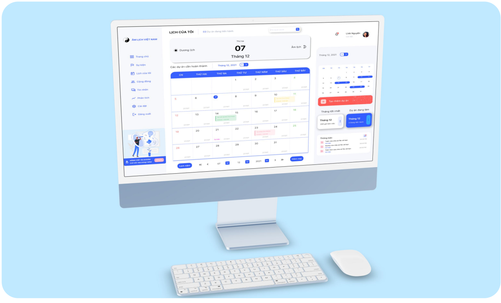

### Vietnamese's Lunar Calendar

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Curious? Feedback? Collaboration?

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# TWITCH

UX DESIGN | FUTURE VISION, UI TOWARD | PROJECT

Step into a imagination streaming experience where the elevation of the content to new heights

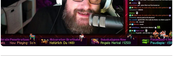
**Roles & Responsibilities**
User Research, Comparative Analysis, User Interviews, User Personas, UX Design Sketches, Wireframe, Usability Testing

**Project Contact**
Winter 2020
Team: Lyn Nguyen, Vy Hoang, Tuan Le, Diep Hang, Yen Tran

**Tools Used**
Figma
Adobe Photoshop
Adobe Illustrator

In the UX Foundations class at KeyStone Multimedia School, students were organized into teams of five to collaborate on a project focused on redesigning a website and developing a fresh information architecture.

My group chose to work with Twitch, a platform for live video streaming, offering nearly anything you want to watch, from cooking, music, QAE sessions, and — the leading driver of traffic — video gameplay. The platform is available on desktop, mobile devices, and tablets, and the official Twitch website is accessible in over 30 languages and is available in US, Canada, Brazil, Mexico, Mac, PS3, Wii, Xbox One, Xbox Series X/S, and devices like Chromecast and Apple TV. If your device has access to the internet and supports apps, you can probably use it for Twitch.



## Our Approach

**01 Define**
- Understanding problem space
- Defining project goals
- Expected methods
- Forming a schedule

**02 Research**
- User Interviews
- User Scenarios
- User Goals
- Task Analysis
- Persona Creation

**03 Design**
- Ideation
- Sketches
- Wireframes
- UI Layout
- Prototype Design

**04 Evaluate**
- Design Recommendations

### Things I led

## Research

**User Interview**
Gaining valuable insights directly from the platform's diverse user base.

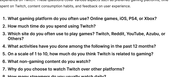
**User Scenarios**
Envisioning potential interactions between users and the redesigned Twitch website, aiming a glimpse into how various individuals navigate the platform's features.

**User Goals**
Ensuring that the redesigned website caters to user needs effectively, fostering a seamless and satisfying experience that aligns with users' aspirations.

**Task Analysis**
Identifying workflows, pain points, and areas for improvement within the user experience

**Persona Creation**
Tailoring the website's features, content, and interface to better meet the diverse needs and preferences of specific user groups.

We derived into various user scenarios encountered by Twitch users and presented solutions aimed at addressing these challenges effectively. Each scenario curates a specific problem that users commonly face while interacting with the Twitch platform, followed by a proposed solution tailored to enhance the user experience.



We also crafted a set of questions to gather more insights from users, aiming to enhance their experience on Twitch. These questions cover various aspects such as preferred gaming platforms, time spent on Twitch, content consumption habits, and feedback on user experience.

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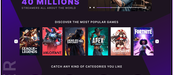

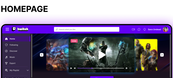

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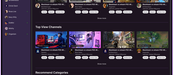

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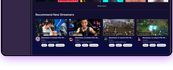

## VIEWING STREAMS

## Reflection

- Collaboration Learning: Working on the Twitch project was an invaluable learning experience. Collaborating with classmates from diverse backgrounds allowed us to leverage each other's skills and perspectives effectively.
- Real-world Relevance: Immersing ourselves in the users' environment provided invaluable insights into the feasibility of potential solutions. Our research revealed practical limitations, allowing us to explore alternative directions backed by concrete evidence.
- Designing for Diversity: Throughout the project, we emphasized the importance of designing for a diverse user group. By ensuring a central ground for testing, we aimed to create a solution that benefitted territories across different and beyond, ultimately contributing to improving for Twitch as a whole now level of user experience.

Fin.

# ABOUT ME

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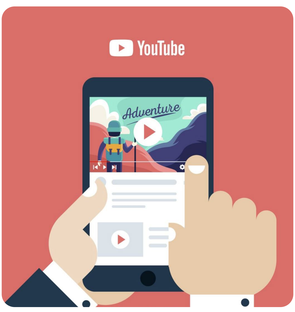


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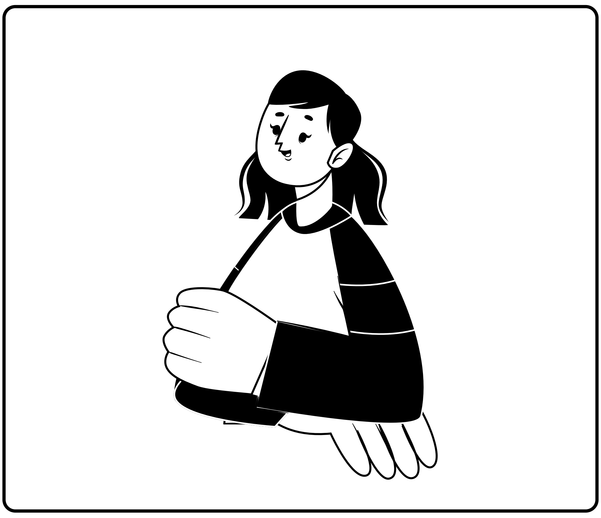

## Let's Connect.

Get in Touch

# Contact Me

If you'd like to get in touch, please feel free to reach out using the contact information provided

First Name

Last Name

Email

Phone Number

Topic

Type your topic...

Message

Type your message...

Submit

# Awesome!

Your message has been successfully submitted. Thank you for reaching out.

Back To Home

Work

Play

About

Contact

Lyn Nguyen

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## SELECTED WORKS

## TWITCH

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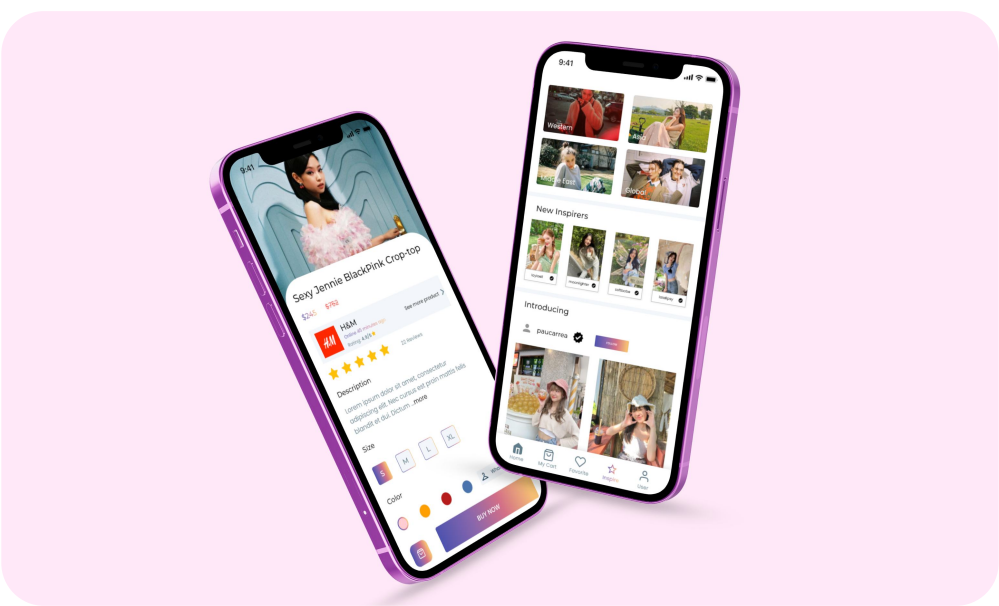
Step into a imagination streaming experience where the elevation of the content to new heights



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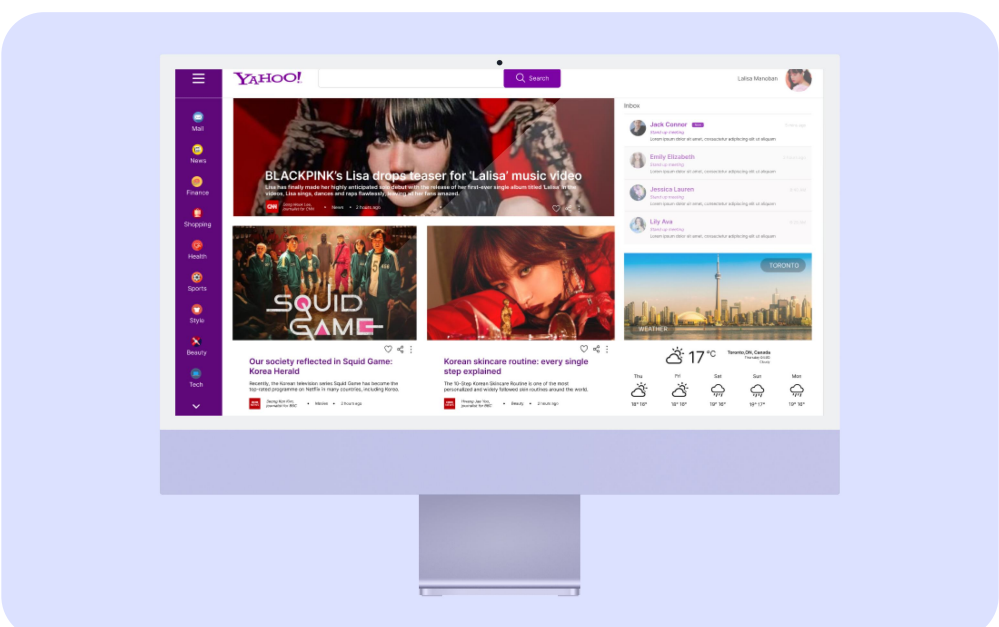

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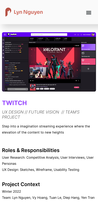
Lyn Nguyen




# TWITCH

UX DESIGN / FUTURE VISION / TEAMS PROJECT

Step into a imagination streaming experience where the evolution of the platform to new heights

## Roles & Responsibilities

User Research. Competitive Analysis, User Interviews, User Personas
UX Design: Sketches, Wireframe, Usability Testing

## Project Context

Winter 2022
Team: Lyn Nguyen, Vy Hoang, Tuan Le, Diep Hang, Ren Tran

## Tools Used

Figma
Adobe Photoshop
Adobe Illustrator

In the UX Foundations class at Raytheon Multimedia School, students were assigned to create a UX design for the platform in a project focused on redesigning a website and developing a fresh information architecture.

My group chose to work with Twitch, a platform for live video streaming, offering many anything you'd want to watch, from cooking, music, Q&A sessions, and — the leading driver of traffic — video games. Twitch is available for streaming on many platforms. You can visit the official Twitch website to stream directly, or use the app, which is available on iOS, Android, Windows, Mac, PS4, PS5, Xbox One, Xbox Series X|S, Switch, Fire TV, Chromecast, and Apple TV. If you don't have access to the internet and esoteric apps, you can probably use it for Twitch.

## Our Approach

**01 Define**
Understanding problem space
Defining project goals
Identifying pain points
Expected hallmarks
Forming a schedule

**02 Research**
User Interview
User Scenarios
Task Analysis
Case Studies
Persona Creation

**03 Design**
Sketches
Wireframes
UI Library
Prototype Design

**04 Evaluate**
Usability
Design Recommendations

## Things I led

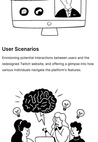
### Research

### User Interview

Gaining valuable insights directly from the platform's diverse user base.

### User Scenarios

Envisioning potential interactions between users and the redesigned Twitch website, aiming to address and cater to various individuals navigate the platform's features.



### User Goals

Ensuring that the redesigned website caters to user needs effectively, fostering a seamless and satisfying experience that aligns with users' aspirations.

### Task Analysis

Identifying inefficiencies, pain points, and areas for improvement within the user experience

### Persona Creation

Harnessing the website's diversity, content, and interfaces to better meet the diverse needs and expectations of specific user groups.

We also crafted a set of questions to gather more insights from users, aiming to enhance their experience on Twitch. These questions cover various aspects such as preferred platforms, time spent on Twitch, content consumption habits, and feedback on user experiences.

1. **What gaming platforms do you often use? Online or offline? Why do you prefer?**
2. **How much time do you spend using Twitch?**
3. **Which site do you often use to play games? Twitch, Reddit, Youtube, or Twitter?**
4. **What activities have you done among the following: watch, chat, or stream?**
5. **On a scale of 1-10, how much do you think Twitch is related to gaming?**
6. **What non-gaming content do you watch?**
7. **Why do you choose to watch Twitch over other platforms?**
8. **How many streamers do you usually watch daily?**
9. **How do you discover these streamers?**
10. **Do you often donate to the streamers that you like?**
11. **Do you watch content from these creators outside of the Twitch platform?**
12. **If yes, where do you watch content from these creators? Youtube, Facebook, Instagram, or Discord**
13. **Do you like watching prerecorded video content on the Twitch platform (similar to YouTube)?**
14. **What is the most uncomfortable thing for you when using the Twitch platform?**
15. **If you could change one thing about Twitch, what would it be?**
16. **Do you feel comfortable using Twitch to express?**

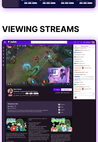
Based on our insights and observations from the research methods, we created three personas that captured the essence of our users and their characteristics.

**Tuan Anh Le**

## LANDING PAGE

## HOMEPAGE

## VIEWING STREAMS



### Reflection

- Collaborative Learning: Working on the Twitch project was an invaluable learning experience. Collaborating with classmates from diverse backgrounds allowed us to leverage each other's skills and perspectives effectively.
- Real-world Immersion: Immersing ourselves in the users' environment provided invaluable insights into the flexibility of potential solutions. Our research revealed unexpected challenges, prompting us to explore alternative directions backed by concrete evidence.
- Designing for Diversity: Throughout the project, we emphasized the importance of designing for a diverse user group. By ensuring a varied sample for testing, we aimed to create a solution that benefited technical users across different skill levels, ultimately contributing to improving for Twitch as a whole new level of user experience.

Fin.

# ABOUT ME

My name is Lyn Nguyen, and I am currently pursuing a degree in Interactive Media Design at Algonquin College in Ottawa, Canada.

As a dedicated design student, I have improved my skills through various projects and opportunities. This has involved designing graphics and websites, and helping create engaging user experiences. These experiences have not only deepened my appreciation for design but also allowed me to make a positive impact in my community.

While my primary focus is on design, I also have a deep appreciation for other creative outlets, including photography, filming, and experimenting with various arts and crafts projects.

As I approach graduation, I am eager to pursue opportunities in the field of interactive media design, where I can continue to grow and apply my skills in creating engaging and functional digital experiences.

## What I like outside of work?
## I'm glad you asked.

## Music lover.

Whether it's discovering new artists or revisiting old favourites, music has a way of calming my mind and elevating my mood. I love curating playlists to match different emotions or activities, creating the perfect soundtrack for unwinding after a busy day.

## YouTube enthusiast.

With such a vast array of content available, I can always find something entertaining or educational to engage with. From hilarious viral videos to informative tutorials, YouTube provides the perfect platform to relax and unwind while learning something new or simply enjoying some lighthearted entertainment.

## Comic book fan.

The unique blend of visual storytelling and captivating narratives allows me to escape into fantastic worlds and follow the adventures of beloved characters. Whether it's catching up on the latest superhero or exploring thought-provoking graphic novels, reading comics provides a delightful combination of entertainment and intellectual stimulation.

# Let's Connect.

Get in Touch

# Contact Me

If you'd like to get in touch, please feel free to reach out using the contact information provided

First Name

Last Name

Email

Phone Number

Topic

Type your topic...

Message

Type your message...

Submit

# Awesome!

Your message has been successfully submitted.

Thank you for reaching out.

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