

# Nicholas Le

Product Design / Graphic Design

I'm Nick,  
a UI/UX Designer & Researcher  
studying Biology and Design at UC Berkeley.

nicksle@berkeley.edu  
nkle.co  
(951) 729-0566

## Education

### University of California, Berkeley

2015 — 2019

B.A. — Molecular and Cellular Biology  
Certificate in Design Innovation

## Experience

### THE SMALL AND MEDIUM BUSINESS EXCHANGE

Product Design Intern Aug 2018 – Present

Collaborated with head designer to identify main user painpoints within the user flow of the mobile app, and worked to ideate solutions.

Spearheaded the redesign of tool tips to create a user experience that was better suited to users who did not have high levels of financial literacy.

Redesigned the confirmation pages for successful bids, buys, and sells of bonds focusing on creating a user experience focused on earning users trust.

### UCB STUDENT AFFAIRS COMMUNICATIONS

Graphic Design Assistant Oct 2017 – Present

Designed graphic components to increase awareness of various Facebook and Twitter campaigns for the Public Service Center.

Designed infographics following the UC Berkeley style guide to increase awareness of the impact the Public Service Center has had on the campus.

### UCB INNOVATIVE DESIGN

Design Consultant Aug 2017 – Present

Participated in weekly client consultation meetings in which I questioned representatives as to what design components their clubs need.

Designed multiple iterations of designs for 4 different on-campus clubs that ranged from logos to physical banners which increased campus awareness of these clubs and their events.

Collaborated with several group members to complete UI/UX case studies using user ethnography techniques and tools such as Sketch and Origami.

### STUDENT RND

Code Day Mentor Aug 2016 – May 2017

Acted as a mentor and provided a workshop teaching 20 participants about web development using HTML/CSS.

Planned the logistical aspects of the event, such as food planning by contacting 10 sponsors via email and creating organized spreadsheets using Excel..

## Software Proficiency

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Adobe Premeire

Sketch

InVision + InVision Studio

## Relevant Coursework

User Experience Design (DES INV 190)  
Visual Communication (MS 101)  
Evaluation of Evidence (SOC 5)  
Introduction to Data Science (CS 8)  
Introduction to Media Studies (MS 10)  
Startup Lab (IEOR 185)  
Industrial Design and Human Factors (IEOR 170)

## Skills

### User Research

Comfortable with conducting user interviews and performing secondary research.

### UI/UX Design

Able to make deductions from user research to ideate and implement features or compositional designs to improve user experience.

### Interaction Design

Comfortable with wireframing and rapid prototyping to identify optimal user flows and interactions.

### Front-End Web Development

Comfortable using HTML, CSS, JavaScript as well as frameworks such as jQuery and ReactJS to create web sites.