

Or



Nicholas Le

Product Designer

Southern California native currently based in San Francisco. Recent university graduate looking for product design positions in-house at high impact companies.

Contact

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 nkle.co

Education

Aug 2015 - Dec 2019

UC Berkeley
Bachelor of Arts

Molecular and Cellular Biology
Certificate of Design Innovation

Software Proficiencies

Figma / Sketch
Principle
InVision + InVision Studio
Adobe Illustrator / Photoshop / AE
HTML / CSS / JavaScript / ReactJS

Experience



Jetfuel
Product Designer

Feb 2020 - Present

- Collaborated with the CEO to determine product roadmap and required features to increase user retention and increase profitability
- Built the basis for our design system that includes flexible component elements
- Lead design for the features in our open network initiative which includes introducing profiles, messaging and connections on the Plug
- Lead design for the features for direct buys, an initiative aimed at increasing revenue
- Lead design for the Plug Marketplace, a buyer side product that provides advertisers resources to find influencers that met their needs and successfully complete buys.



Square | Cash App
Product Design Intern

Jun 2019 - Aug 2019

- Collaborated with designers, engineers and PMs within the Ecosystems and Boost workstreams, where I scoped, ideated and designed features.
- Participated in design critiques, where I provided and received feedback on designs within a variety of features and workstreams.



The SMBX
Product Design Intern

July 2018 - Oct 2018

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

Oct 2017 - Aug 2018

- Designed graphic components to increase campaign awareness 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.