

nicole v. nguyen

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skills

HTML5 | CSS3 | Responsive Design | Usability Testing | Photoshop | Wireframing | MS Excel

experience

Marketing Coordinator | Redfin | redfin.com | Aug. 2013 - May 2014

Managed customer engagement events across 21 real estate markets, focusing on designing effective marketing materials

- + Collaborated with design team to integrate a user-friendly event registration platform into Redfin's main site
- + Built, shipped, and A/B tested promotional HTML & CSS email campaigns
- + Designed slide decks for weekly real estate classes and marketing materials for special events using Adobe Photoshop
- + Facilitated usability studies for new and upcoming features on Redfin.com and our Android and iOS apps
- + Personally managed 48% of all customer events, from 14% at start of role
- + Tracked and analyzed data on attendance and profitability, using quantitative feedback to support 27 real estate teams

Usability Research Project | AmazonSmile | smile.amazon.com | Jan. 2014 - Mar. 2014

Designed and executed usability study with team of 3 graduate students and the lead UX designer of AmazonSmile

- + Completed as part of a graduate level Usability Analysis class at the University of Washington
- + Studied usability issues present in the registration and return experience of AmazonSmile
- + Recruited and screened participants, handling all major logistics related to the study
- + Conducted task analysis interviews with participants and crafted a post-test follow up survey
- + Analyzed user data to generate ideas for improving adoption and retention of the program
- + Several recommendations have been implemented and incorporated by the AmazonSmile team

Customer & Technical Support | Redfin | redfin.com | Jan. 2013 - Aug. 2013

Point person for engineering & product teams, providing user insights and communicating usability issues and site bugs

- + Solved an average of 800 technical support tickets and answered 250 calls a week
- + Created a 12 page troubleshooting document with solutions to frequent customer issues, increasing overall support tickets solved per month by 28% team wide
- + Promoted after 7 months for demonstrated initiative and creativity

additional experience

Guest Relations Lead | University of Washington | washington.edu/dreamproject | Sept. 2011 - Nov. 2011

Organized and recruited higher education professionals to present at Admissions Workshop Weekend (1500+ students in attendance)

Senior Barista | Caffè Delia & Bird on a Wire Espresso | caffedeliala.com | June 2006 - Dec. 2012

education

Product & Design | Startup Institute | startupinstitute.com | June 2014 - present

8 week hands-on, full-time program featuring practitioner-led instruction on cultural & technical startup skills

- + Focusing on HTML5, CSS3, jQuery and JavaScript to create responsive design
- + Practicing rapid prototyping and wireframing techniques
- + Developing user-centered design and product management skills
- + Partnering with Nanigans, a startup providing in-house digital marketing, to develop key deliverables for a new channel

Bachelor of Arts | University of Washington | Sept. 2009 - Aug. 2012