
NICOLE V. NGUYEN

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SKILLS

HTML CSS PHOTOSHOP USABILITY TESTING TECHNICAL SUPPORT EMAIL MARKETING

WORK EXPERIENCE

CUSTOMER SUCCESS ASSOCIATE | EVERGAGE | WWW.EVERGAGE.COM | AUG. 2014 - PRESENT

Coding dynamic content for clients using the Evergage real-time, behavior-based personalization platform

- + Using HTML, CSS and JavaScript to design complex campaigns based on user click stream behavior
- + Managing high value and VIP accounts; onboarding new customers and supporting existing clients
- + Analyzing campaign performance and executing customer engagement strategies
- + Worked closely with Creative Director to improve in-app design and user experience

MARKETING COORDINATOR | REDFIN | WWW.REDFIN.COM | AUG. 2013 - MAY 2014

Managed customer engagement events across 21 real estate markets, focusing on designing effective 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 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
- + Analyzed data on attendance and profitability, using quantitative feedback to support 27 real estate teams

USER EXPERIENCE REPRESENTATIVE | REDFIN | WWW.REDFIN.COM | JAN. 2013 - AUG. 2013

Point person for engineering & product teams, providing insights and communicating user feedback and 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

STUDENT UX RESEARCHER | SEATTLE, WA | SMILE.AMAZON.COM | JAN. 2014 - MAR. 2014

Designed and executed usability study with team of 3 graduate students and lead UX Designer at Amazon

SENIOR BARISTA | CAFFÈ DELIA | CAFFÉDELIA.COM | JUNE 2006 - DECEMBER 2012

Weekend supervisor at high volume locations, crafting artisan espresso drinks in a fast paced environment

EDUCATION

STARTUP INSTITUTE | BOSTON, MA | PRODUCT DESIGN TRACK | JUNE 2014 - AUG. 2014

8 week full-time intensive program featuring practitioner-led instruction on cultural and technical skills

- + Focused on HTML5, CSS3, jQuery and JavaScript to create responsive design
- + Practiced rapid prototyping and wireframing techniques
- + Developed user-centered design and product management skills
- + Partnered with Nanigans to develop a go to market strategy for a new vertical

UNIVERSITY OF WASHINGTON | SEATTLE, WA | BACHELOR OF ARTS | SEPT. 2009 - AUG. 2012