NICOLE V. NGUYEN

www.nicolevnguyen.com • 206 412 4661 • @nicolevnguyen • in/nicolevnguyen

SKILLS

HTML • CSS • PHOTOSHOP • USABILITY TESTING • TECHNICAL SUPPORT • MARKETING

EXPERIENCE

Experience Designer
Evergage • Somerville, MA • www.evergage.com • August 2014 – Present
Coding dynamic content for clients using the Evergage real-time, behavior-based personalization platform

- Using HTML, CSS and jQuery to design complex campaigns based on user click steam behavior
- Developing dynamic messages to personalize e-commerce websites driving revenue and return visits
- Managing high value and VIP accounts; on-boarding new customers while supporting existing clients
- Analyzing campaign performance and executing customer engagement strategies
- Working closely with Creative Director to improve in-app design and user experience

Marketing Coordinator
Redfin • Seattle, WA • www.redfin.com • August 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

Technical Support Representative
Redfin • Seattle, WA • www.redfin.com • January 2013 – August 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 reoccurring 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
AmazonSmile • Seattle, WA • smile.amazon.com • January 2014 – March 2014
Designed and executed usability study with team of 3 graduate students and lead UX Designer at Amazon

Senior Barista
Caffè Delia • Seattle, WA • www.caffedelia.com • June 2006 – December 2012
Weekend supervisor at high volume locations, crafting artisan expresso drinks in a fast paced environment

EDUCATION

Startup Institute
Product and Design Track | Boston, MA | Summer 2014

University of Washington
Bachelor of Arts in Sociology | Seattle, WA | June 2012