

# CUONG NGUYEN

COLLEGE STUDENT

## ■ WORK EXPERIENCE

### RESEARCH ASSISTANT

since June 2021 | Bucknell University, PA, USA | Prof. Stu Thompson

Worked with a professor and two mentors on continuing the 5-year development of Ready Set Fit – a fitness app that tackled health problems among Americans.

- Renovated the app, enforcing a more user-friendly user experience through a redesign of 26+ pages and 10+ functions. The updated version increased app Impressions by 77% and Product page views by 175% (App Store/
- Developed an improved fitness program by working with a community partner while ensuring public engagement.

### UX DESIGNER

August 2020 to April 2021 | Alobase Technology and Services JSC, Hanoi, Vietnam

- Led the product design process of 2 company's projects, pushing them to reach MVP versions.
- Using Figma, researched and created UI design for 2 web products (each with 50+ pages) and 1 mobile product (30+ pages along with a UI kit).
- Led the media design team using Adobe software for 2 major company-hosted community events. Promoted one of them to reach an international scale, holding an audience of 3000 college students, 23 leading corporations in the region, and 154 investment funds.

## ■ PROJECTS

### EVER NEWS

Independent Study in Design Art | Bucknell University

Conducted User Research and later on created mobile design mockups and prototypes for the app. Ever News is a Vietnamese-based independent news platform that gives readers insights and analysis on the potential bias of different news sources.

### PIZZA RESTAURANT APP CASE STUDY

Mobile Computing course (CSCI 315) | Bucknell University

Developed a fully working app over 3 months. 1) Designed prototypes on Figma. 2) Developed the app on Android Studio with Java. Later on iterated and conducted UX research and a case study on the app, incorporating user research and usability test findings.

## ■ ADDITIONAL EXPERIENCE AND AWARDS

### GOOGLE UX DESIGN CERTIFICATE

September 2022

Completed a 6-month online course learning UX skills and theories. Followed the design thinking process and conducted three case studies on designing for social goods, incorporating research studies and conducting interviews.

### INNOVATION AWARD FOR BIZPITCH – BUCKNELL'S ENTREPRENEUR COMPETITION

April 2022 | Pennsylvania, United States

Pitched ideas for a new business to a panel of judges in a “Shark Tank”-style campus competition. Received the Innovation Award for the product AUGART – an Augmented Reality platform for artists to showcase and sell their 3D works.

### SUSQUEHANNA VALLEY UNDERGRADUATE RESEARCH SYMPOSIUM

July 2021 | Pennsylvania, United States

Showcased and presented on previous summer university research – “Ready, Set, Fit... Teach? Student learning from long-term collaborative app development”.

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## ■ EDUCATION

### BUCKNELL UNIVERSITY

August 2019 to May 2023 | PA, USA

Bachelor of Arts in Computer Science & Design Minor in Art Studio

**Current GPA (Cumulative): 3.79 /4.0**

### Related coursework:

- Software Engineer and Design
- Mobile Computing
- Web Design
- Human-Computer Interaction
- Independent Study in Design Art
- Accessibility
- Social Psychology

### SOFTWARE

- Figma
- Webflow
- Adobe XD
- Blender, Spline
- Adobe Illustrator
- Unreal Engine
- Adobe Photoshop
- Tableau

### SPECIALIZED SKILLS

- UI, UX
- Graphic Design
- User Research
- Logo Design
- Wireframing
- Android, IOS
- Prototyping
- HTML, CSS
- Usability Test
- Frontend (ReactJS)

## ■ LEADERSHIP

### VP OF COMMUNICATION FOR VIETNAMESE STUDENT ASSOCIATION

since March 2020 | Bucknell University, PA, USA

Created graphic products and media for the club that attract local students. Co-organized 10+ club activities and events while providing university-wide public relations.

### LET'S CONNECT

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