



PRISCILLA ANH THY VU

• UX Designer based in Orange County, CA

EXPERIENCE

Splitzy — *Receipt Storage + Mobile Payment App*

Allows users to store receipts, record transactions, split bills, and safely send/request money. Designed to help users keep track of shared costs and provide proof of purchase. I designed the concept, brand, and prototypes. App is still in progress.

MyCloud — *Cloud Storage + Content Creating App*

Developed to help business professionals and students manage files, deliver projects, and collaborate with peers. Allows easy access, refined organizational features, and provides a safe place for storing files. I designed the concepts, user flows, brand, and prototypes through Figma, InVision.

BusyBus — *Public Transit App*

Designed to help frequent bus riders plan the most efficient route and catch the right bus at their select bus route. Shows users next bus times, time remaining to arrive at the bus stop, and route info. Designed to save commute time and prevent congested bus routes. Developed on Figma, built using HTML/CSS.

Vert Energy Group — *Sr. Energy Manager*

Irvine, CA | June 2018 - Present

Sales tasks such as prospecting, cold outreach, hosting webinars, using a CRM software; developing and expanding new campaigns nationwide, contributing to over \$1mil in revenue over the course of a year

Managing marketing campaigns through MailChimp, Constant Contact, HubSpot, writing and enhancing sales and marketing templates for email blasts and mailers, pioneered new markets and revenue streams

Administrative tasks including generating proposals, conducting property research, requesting energy usage data, data entry, providing customer support for a new, internally designed client portal

EDUCATION

Bloc, UX Design Apprenticeship

Remote | November 2019 - Present

Learned industry best practices and design process standards with a focus on UX Research, Visual Design, and Front-end development.

Created and deployed projects while learning new tools and frameworks by collaborating several hours every week with a senior product designer.

University of California, Bachelor of Arts in Environmental Studies

Santa Barbara, CA | October 2014 - June 2018

PORTFOLIO

priscillavu.design

(under construction!)

CONTACT

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SKILLS

UX Research

User Surveys

Persona Building

Content Strategy

Wireframing

Low to High Fidelity Prototyping

Usability Testing

Brand Design + Identity

TOOLS

Figma

InVision

Javascript

Git + GitHub

HTML5 CSS3

LANGUAGES

English (Fluent)

Vietnamese (Native/Conversant)

Spanish (Basic)