PRISCILLA ANH THY VU

UX/Product Designer based in Orange County, CA

PROJECTS

Splitzy — *Receipt Storage + Mobile Payment App*
Captures, digitizes and stores receipts, automatically splits costs, and attaches proof of purchase in payment requests. Designed to help users keep track of shared costs. Conducted user surveys and competitive research to define solutions; developed user flows, wireframes, branding, prototypes; ran usability tests. Built on Figma.

MyCloud — *Cloud Storage + Content Creating App*
Developed to help business professionals and students manage files, deliver projects, and collaborate with peers. Allows easy access on all devices, refined organizational features, and provides a safe place for storing files. Conducted user research, competitive analysis, usability tests. I designed the concepts, brand, and prototypes through Figma and 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.

EXPERIENCE

Vert Energy Group — *Energy Compliance Manager*
Irvine, CA | June 2018 - Present

- Responsible for coordinating the data collection, performing data entry, and report generation for ongoing energy reporting and benchmarking services, prepare annual client-facing deliverables
- Prospecting, managing sales leads, cold outreach, hosting webinars, customer support via a CRM software
- Writing and enhancing sales and marketing templates; developing and expanding into new markets nationwide
- Administrative support, assist project teams with compliance documentation and project tracking; staff training and management

EDUCATION

Bloc, UX Design Apprenticeship
Remote | November 2019 – September 2020
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 | October2014 – June 2018

PORTFOLIO

priscillavu.com

(under construction!)

CONTACT

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SKILLS

Information Architecture

User Surveys

Persona Building

Content Strategy

Wireframing

Low to High Fidelity Prototyping

Usability Testing

Moodboards

Brand Design + Identity

TOOLS

Figma

InVision

Sketch

Photoshop

Git + GitHub

HTML5 CSS3

LANGUAGES

English (Fluent)

Vietnamese (Native/Conversant)

Spanish (Basic)