Thu Diep

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EXPERIENCE

Vower

UX/UI Design Associate   **September 2023 – November 2023**

- Conceptualized and prototyped a distinctive, user-centric mobile app UI that not only generated increased traction but also captured heightened interest from potential investors, including SAP and Morehouse School of Medicine.
- Engage in collaborative efforts with team members to elevate user experiences and uphold high levels of satisfaction at all times.
- Effectively conducted marketing campaigns by leveraging social media posts, surpassing the initially set performance threshold.

UX/UI Design Intern   **March 2023 – August 2023**

- Revamped the company website by creating user-friendly and visually captivating user interfaces, leading to an increase in website traffic.
- Elevated customer engagement by crafting graphics, flyers, and utilizing email marketing (Mailchimp) to drive successful marketing campaigns.
- Expanded online social media visibility by overseeing the curation and generation of content (graphics, promo videos) on Instagram and Twitter platforms.

The Verse   **February 2023 – May 2023**

UX/UI Design Intern

- Collaborated on creating user interfaces that enhance the overall playing experience through intuitive and visually captivating designs.
- Conducted prototyping and testing of diverse UI designs/solutions, validating design choices and incorporating feedback-driven iterations.
- Participated in UX research and playtesting activities to gain insights into player preferences, behaviors, and areas of concern.

Freelance   **April 2020 – May 2020**

Web Designer

- Created two business websites utilizing the Wix web development service, achieving successful outcomes.
- Applied UX/UI and HCI principles to craft interfaces centered around user experience.
- Conducted comprehensive research on UX and design trends, resulting in design enhancements

EDUCATION

Google UX Design Professional Certificate (in progress)   **March 2023**

University of California, Irvine   **June 2022**
BS Informatics, Human-Computer Interaction specialization

SKILLS & INTERESTS

- Time Management, Bilingual (English & Vietnamese), Adobe Photoshop, Figma, UX/UI Design, Visual Design, HTML/CSS, Weird Humor & Memes, Expressing Personal Aesthetic Preferences
- 3D Art/Modeling, Fashion, Video Games, Anime/Manga, Music, Arts, Binging Shows/Movies