

Thu Diep

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EXPERIENCE

Vower

UX/UI Design Associate

September 2023 – Present

- 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