Thu Diep

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EXPERIENCE

Robinson Pharma Inc.
Quotation/Cost Analyst   **November 2023 – Present**
- Analyzed and optimized resource allocation (raw materials, costs), showcasing strong organizational and prioritization skills for managing design projects and budgets.
- Monitored packaging costs and identified cost-saving opportunities, demonstrating the ability to balance aesthetic quality with efficiency in design.
- Collaborated with cross-functional teams to streamline processes and ensure seamless sales order flow.
- Shadowed marketing and creative teams to learn about creative processes and strategies.
- Analyze issues to ensure accurate cost capture and maintain optimal profit margins.

Vower
UX/UI Design Intern → UX/UI Design Associate   **March 2023 – November 2023**
- Designed a user-focused mobile app UI that boosted engagement and drew investor interest (SAP, Morehouse).
- Redesigned the company website, increasing traffic with intuitive, visually appealing interfaces.
- Collaborated with teams to improve UX and customer satisfaction.
- Led email (Mailchimp) and graphic design campaigns to drive engagement.
- Managed social media content and campaigns, growing visibility and surpassing performance goals.

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

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

SKILLS & INTERESTS

- Time Management, Bilingual (English & Vietnamese), Communication, Attention to Detail, Problem-Solving, Microsoft 365, Adobe Photoshop, Figma, Blender
- Interests: 3D Modeling, Design, Fashion, Video Games, Social Media Trends