Tiffany Nguyen

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EXPERIENCE —

Treehouse
San Francisco, CA

UX Design TAP Apprentice
Feb 2020 - Present

Partnered with Niantic Inc to equip underrepresented individuals with industry experience on UX Design.

- Along with 10 selected individuals, trained through Treehouse Techdegree, learning the foundational concepts of UX Design through online courses & assigned projects.
- Provided guidance & answered questions to over 100 students as a student designer moderator.

81cents
Berkeley, CA

Head of Design
Jun 2019 - Present

Low-cost, success-based promotion, raise, & salary negotiation support, just for women & underepresented groups.

- Conceptualized & illustrated a series of 3 social graphics - '81% of something' - to bring awareness to the detrimental effects of the gender pay gap.
- Redesigned brand, applying new assets & layouts for the site (www.81cents.com) to increase brand & mission awareness.
- Identified the usability problems in the check-out experience and redesigned user flow to decrease cart abandonment by 13%.

Aaspire
San Francisco, CA

UX/UI Design Intern
Mar - May 2020

Early-stage startup focused on quality & continuity through e-learning.

- Redeveloped web application screens & additional features that delivered end-to-end user experiences, noting edge-cases & potential user flows.
- Crafted a new design system to assure a streamlined process when developing new screens & for developer handoff.
- Created & managed a new design workflow & roadmap for new features & screens to ensure a successful implementation.

EDUCATION —

University of California, Berkeley
BA in Art History & Media, 2017 - 2019

RELEVANT COURSES

Graphic Design Principles, Web Design & Development, Human-Centered Design, Virtual Humanities, Research & Data Analysis

SKILLS —

TOOLS

Keynote
Adobe Creative Suite
(Illustrator, InDesign, XD)
Squarespace
HTML, CSS
JavaScript
Figma

RESEARCH

Affinity Diagramming
Empathy Map
Data Analysis
Empathy Mapping
Information Architecture
Journey Mapping
Usability Testing
User Interviews

DESIGN

Art Direction
Graphic Design & Illustration
Interaction Design
Prototyping
Storyboarding
Web Development & Design
Wireframing