

Tiffany Nguyen

Product Designer

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EXPERIENCE —

Treehouse, UX Design Apprentice

Feb 2020 - Present, San Francisco, CA

Program partnered with Niantic to equip underrepresented individuals with industry experience on UX Design.

- Selected from over 100 applicants to be trained through Treehouse Techdegree, learning the foundational concepts of UX Design through online courses & impactful projects, & to work alongside the Niantic UX Team.
- Developed the mobile application, 'Grocery Grab', to resolve the lack of transparency from stocked grocery items.
- Provided guidance & answered questions to over 100 students as a student designer moderator.

Aaspire, UX/UI Design Intern

Mar - May 2020, San Francisco, CA

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

- Led weekly design team presentations to define & implement solutions for the product direction, visuals, & user experience; ultimately designing & implementing multiple high-performance web applications that aligned with the business & user goals.
- 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.

81cents, Design Lead

Jun 2019 - Present, Berkeley, CA

Negotiation support, just for women & underrepresented groups.

- Conceptualized & illustrated a series of social graphics - '81% of something' - to bring awareness to the detrimental effects of the gender pay gap.
- Redesigned new assets & layouts for the site (www.81cents.com) to increase brand & mission awareness.
- Revised current product & slide decks to better illustrate & synthesize data & information to over 200 clients & stakeholders.
- Identified usability problems in the check-out experience from conducted user interviews & redesigned user flow to decrease cart abandonment by 13%.

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

Adobe Illustrator, Adobe XD,
Adobe InDesign, Figma,
HTML/CSS, JavaScript, Keynote

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

INTERESTS —

Illustration, Coding, Aspiring
Bread-Baker, Bon Appetit's
Gourmet Makes, *The Great
British Baking Show*, Mentoring
budding designers