## **Tra Nguyen**

https://www.linkedin.com/in/nguyen-tra/



#### **EDUCATION**

Expected Graduation
June 2026

#### California Polytechnic State University, San Luis Obispo

B.S. in Liberal Arts and Engineering Studies: Computer Science & UX/UI GPA: 3.8

#### **EXPERIENCE**

June 2024 — June 2025

#### **Graphic Design Intern** Asian Liver Center at Stanford University

- Collaborated with stakeholders to align ad designs with marketing objectives and audience expectations for the Summer and Academic Year internship terms.
- Led the design and prototyping of an AI chat website specific to HepB and liver cancer.
- · Created engaging graphics and animations for social media to promote events.
- Managed and maintained the HepB Moms website.

Aug 2024 - Present

#### Graphic Designer + Web Project Coordinator | ASPEN, Inc.

- Collaborated with ASPEN executives and a web developer to redesign the company website, ensuring a user-friendly experience for both new and returning clients.
- Proposed user flows to enhance navigation and improve usability.
- Designed website graphics using Adobe Illustrator and Adobe Photoshop that align with ASPEN's branding.
- Designed advertisements for engineering magazines, including T&D World and IEEE Power & Energy, showcasing ASPEN's engineering software products such as OneLiner and PowerFlow.

Oct 2024 - Present

#### UI/UX Designer | Hack4Impact

- Designed a responsive website for the Central Coast Heritage Tree Foundation, featuring distinct admin and volunteer interfaces.
- Created dashboards and data tables to log and manage tree and user information effectively.

Mar 2024 - Present

#### UI/UX Designer | CalPoly Iter8

- Conducted competitor analysis, user stories, and feature prioritization using an effort vs. impact matrix
- Designed a task-based messaging system modeled after Slack/Discord with servers, channels, and DMs
- Ran user interviews and affinity mapping to improve IA and UI in high-fidelity iterations
- · Collaborated on A/B testing and user flows to refine early navigation and structure

#### **TOOLS**

Procreate

# Figma I Adobe Illustrator I Adobe Photoshop Adobe After Effects Adobe Indesign I

### HTML/CSS React Javascript Java Python

Git

Prototyping
Design Systems
Wireframing

**SKILLS** 

Usability Testing User Research Visual Design