

STEVEN VU

A self-taught multidisciplinary designer and front-end developer with 10+ years of experience in web and digital products. Successfully worked with multi-million dollar brands and products in a fast paced environment. Seeking a position that will expand my knowledge in design thinking, strategy and utilize my skills to improve the product experience for everyone through design!

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CAREERS

FabFitFun - Senior Product Designer // May 2018 - Present

- Work with product managers and cross-functional teams to create compelling and effective user experiences.
- Create user flows and wireframes for FabFitFun product offerings.
- Rapidly ideate and produce a wide range of visual concepts and directions in various channels to help grow our membership base surpassing 1 million subscribers.
- Proficiency in designing in multiple devices and platforms.

Onestop Internet - Art Director / UX UI Designer // Nov 2015 - March 2018

- Solid success directing and designing broad range of high revenue ecommerce brands, from conception to launch.
- Responsible for creating wireframe, prototype and visual mockups.
- Solve design problems with a focus on the user experience while balancing project scope, user interface, and implementation.
- Performed user research, A/B testing, and analyzing collected data.
- Working hands-on with development team, assisting with HTML/CSS/Jquery to ensure accurate pixel perfect development.
- Created style guides, branding guides and maintained a consistent visual direction on the behalf of clients and company.
- Staying current with state of digital design, technology and industry best practices.

Onestop Internet - Web Designer // Dec 2010 - Jul 2015

- Designing responsive eCommerce websites with focus on aesthetics and conversions.
- Created complex graphics and designs for a variety of businesses, including Display PPC Ads, Social Media Ads, and Retargeting.
- Semantically hand-coding landing pages and applying SEO development techniques to ensure content visibility to Google search engine crawlers and to boost keyword rankings.
- Setting newsletter coding standards and best practices.
- Designing and developing email marketing newsletter campaigns.

KNOWLEDGE

Product Design
Interaction Design
Visual Design
Wireframes
User Journey
HTML
CSS
jQuery
Photography
SEO
Bootstrap

TOOLS

Sketch
Photoshop
Illustrator
Atom
GitHub Desktop
Shopify
InVision
Principle for Mac
Sony A7R II
Google Analytics

CLIENTS

FabFitFun
7 For All Mankind
AG Jeans
CamelBak
Coffee Bean
Eagle Creek
Hudson Jeans
John Varvatos
Juicy Couture
Spy Optics
True Religion