Steve Vu

I am a product designer based in Los Angeles, CA. Self-taught with 10+ years of experience in building web and digital products. I bring a wide range of skills in visual design, interaction design, UX, prototyping, and front-end development. I enjoy crafting clean and interactive designs with a focus on user experience and business goals.

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EXPERIENCE

FabFitFun

Senior Product Designer | December 2019 - Present

Product Designer | May 2018 - December 2019

Design flows and experiences that are thoughtful, seamless, and elegantly simple for our 1.5 million members. Produce a wide range of visual concepts to A/B test with success on lifting conversions and retention rate. Collaborate with product managers, engineers, and cross-functional teams to create effective user experience and detailed designs in web and mobile platforms.

Onestop Internet

Art Director | December 2016 - April 2018

Web Designer | December 2010 - December 2016

Worked with over 40+ e-commerce brands to create beautiful and usable responsive interfaces that align with internal platform and clients vision. Using my knowledge of e-commerce best practices, user experience, art direction, design, search engine optimization, and front-end development to help build and funnel consumers from homepage through the checkout process.

4WheelParts

Web Designer and Front-End Developer | May 2009 - December 2010

Responsible for designs and front-end development of landing pages, weekly email newsletters, marketing PPC banners, and event flyers for the company's two main websites: 4WheelParts.com and 4WD.com.

PERSONAL PROJECTS

MagicWhiz

In 2008, I started an e-commerce site to sell magic tricks and kits to magicians and magic enthusiasts. I organically ranked in the top 1-3 pages of Google in many competitive keywords and eventually sold the company to a colleague.

Upper Training

In 2010, I started an e-commerce site selling IT certification training in classrooms, on DVD's, and streaming platforms. I sold courses to companies such as Oracle, United States Army, and Boeing. The company was dissolved in 2012.

KNOWLEDGE

Product Design
Visual Design
Interaction Design
User Flows
Wireframes
HTML
CSS
jQuery

TOOLS

Sketch
Figma
Photoshop
Illustrator
InVision
Principle for Mac
VS code
GitHub

REFERENCES

Available upon request