

An Nguyen

UX/UI Designer

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Projects

Worldwide Exchange – Mobile App Design | UX Designer | *DesignLab*

Nov 22 – Mar 23

- Designed Worldwide Exchange, an online platform app facilitating global language and cultural exchange, addressing challenges like limited study time and the need for real-life practice for learners.
- Through user interviews and surveys, identified trust issues among users connecting with strangers, leading to the implementation of a ratings and references system to enhance transparency and foster meaningful interactions.

STIX – Responsive Web Design | UX Designer | *DesignLab*

Mar 22 – Jul 23

- Designed a responsive website for a restaurant focusing on streamlining their mobile ordering experience, and integrated customer rewards system to improve customer retention.
- Identified user needs for simplicity when ordering and recognized the need to address the challenge of intuitive navigation through interviews and usability testing, leading to a no-scroll design for easy navigation.

Experiences

Financial Account Representative | *Barkley Village State Farm State Farm*

Jul 23 - Current

- Collaborating and effectively communicating with team members to design and implement strategic marketing campaigns to meet weekly sales goals with a 65% success rate currently.
- Identifying and cultivating leads and tailoring product solutions to match client needs.

Manager | *Kathy's Nails*

Oct 21 – Jul 2023

- Proactively addressed customer inquiries and feedback to enhance the in-store experience.
- Achieved a 70% client retention rate by cultivating a consistently delightful customer journey.
- Coordinated scheduling, inventory, and transactions to ensure smooth operations.

English Educator | *English Program in Korea*

Feb 20 – Sep 21

- Designed and led English lessons catered to diverse individuals and groups, enhancing the learning journey.
- Optimized academic strategies and innovatively tackled challenges posed by remote learning during the pandemic.
- Planned and managed two extracurricular English programs, yielding remarkable results for more than half of the participants.

Global Affairs Fellow | *University of Washington*

Jan 19 – Jun 19

- Proficiently utilized Adobe Photoshop, Illustrator, Canva, and Mailchimp to create visually engaging marketing content for the Office of Global Affairs newsletter, promoting global opportunities.
- Managed and updated the Study Abroad Blogger's website.
- Provided insights to enhance students' study abroad experiences.

Education

UX Academy | *DesignLab* - Completed 440+ hours of UX design coursework, focusing on user experience design process.

Graphic Design Specialization | *California Institute of the Arts, Coursera*

Global Studies, Asian Studies | *University of Washington, Tacoma*

Skills

Design: User Research | UI/Interaction Design | Data Analysis | Wireframing | Prototyping | Usability Testing | Figma

Others: Adaptability | Detail-oriented | Communication | Problem-Solving | Public Speaking | Sales | Vietnamese