

Tu Nguyen

UI UX Designer

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ABOUT

I'm a UI UX designer. I create customer-driven experiences through in-depth discovery to solve real-world problems and enhance user satisfaction.

WORK EXPERIENCE

UX Designer

FounderWay | Remote | 09/2024 - 12/2024

- Improved the user flow and streamlined the UI for the online education page, reducing task completion time by 15% on average.
- Created and implemented a notification system for the platform using Figma, which drove higher user engagement and boosted retention rates.
- Redesigned the official website homepage in 1 week before launching new features, resulting in a 20% increase in user retention.
- Enhanced the pricing flow for the website and platform, resulting in a 15% increase in subscription conversions.

UI/UX Designer

College Sauce | Remote | 12/2023 - 07/2024

- Led research, visual strategy, and UX design for the College Sauce application, delivering a user-focused solution.
- Created wireframes and prototypes to communicate design ideas effectively, leading to successful approval of 3 major iterations of the MVP before implementation.
- Collaborated with designers and developers to build the student platform for UCSB and SBCC, supporting 3,000+ users and boosting engagement by 30%.

Brand Experience Designer

Athena Uniform | Remote | 12/2022 - 04/2023

- Developed detailed design mockups and sketches, presenting 20+ design concepts to clients for feedback and iteration, ensuring final designs met client expectations and brand vision.
- Consulted, conceptualized, and designed solutions aligned with customers' brand identities, increasing client retention by 15% through improved brand consistency.
- Created custom uniforms and promotional materials, strengthening brand identity and ensuring consistency across all touchpoints.

EDUCATION

Bachelor of Arts

San Jose State University | 2024

Design Studies major
Interaction Design minor
GPA: 3.64

Associate of Arts

De Anza College | 2022

Graphic Design major
GPA: 3.97

Google UX Design Certificate

Coursera | 2024

SKILLS

UI/UX Design
Web/App Design
Visual Design
Prototyping
User Research

TOOLS

Figma
Sketch
Adobe Suite
Webflow
InVision

PROJECT

Restify

SJSU | 2024

Created an app that helps users overcome sleep challenges and achieve restorative rest.

Floralize

SJSU | 2024

Designed a digital platform that helps users create, customize, and preview floral designs realistically.

AMC Theatres

SJSU | 2023

Redesigned the sign-up process for AMC Theatres' mobile app to improve user flow.