

# Tu Nguyen

## Product/UI UX Designer

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### ABOUT

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

### WORK EXPERIENCE

#### Product 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.