

# nhi nguyen

## UX/UI & product designer

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### ABOUT ME

A purpose-driven designer aspires to create meaningful and long-lasting products to support communities. By bringing marketing perspective from co-operative work experience and case competition, I want the product to be desirable to users aesthetically, while achieving the business goals and reaching to many users.

### PROFICIENCIES

#### Design

Product Strategy  
Interaction Design  
Interface Design  
User Research  
Visual Design  
Prototyping  
Motion Design  
Wireframing  
Journey Mapping  
Personas

#### Tools

Sketch  
InVision  
Figma  
Protopie  
Adobe XD  
Photoshop  
Illustrator  
HTML + CSS  
Wordpress  
Spark AR

#### Marketing

MailChimps - *Newsletter & Salesforce*  
Paid Ads - Facebook, Instagram, Pinterest, Etsy  
Google Analytics & AdWords  
Search Engine Optimization

### PRESS

www.sfu.ca/sfunews/stories/2019/10/  
MadeBySFU-competition-attracts-record-  
number-of-entrepreneurs.html

### EDUCATION

#### Simon Fraser University 2018-2022

- Specialist (Co-op) Marketing, Interactive Arts Technology and Publishing
- Attended Case Competitions: Peak Case Competition 2018, PIVOT 2019

#### BrainStation 2019-2020

- Web Development Certificate
- UX Research Certificate
- Digital Marketing Certificate

### INTERESTS

Outside of work or study, you'll likely find me hosting a podcast on RSS, designing stickers and tote bags for my Etsy shop, or experimenting cooking recipes from around the world.

### UX/UI EXPERIENCES

#### User Experience Researcher (Part-time) SFU Online Learning Community (OLC)

September 2020 - Present

- Conducted web research and usability testing of our current environmental MVP using Drupal
- Conducted pilot testings to different staff and student groups from faculties.
- Collaborated with teams to conduct design sprints weekly with web developers to build and test prototypes to solve design challenges

#### UX Designer

nwHacks 2020 ([devpost.com/software/youth-engaging-seniors](https://devpost.com/software/youth-engaging-seniors))

January 2020

- Technologies: Figma, Microsoft Azure
- Created design prototypes using Figma to have an overview of feature flows.
- Conceptualised user experience using Microsoft Azure for log in page in a networking website for seniors to connect with the younger.
- Researched about different management information systems and worked in a 24-hour hackathon with a team of 4.

### PROJECT MANAGEMENT EXPERIENCES

#### Project Lead

TEDxSFU 2020

March 2020 - December 2020

- Created strategic direction for the 2020 conference under the pandemic COVID-19, including team culture, hiring structure, KPIs, budget, etc
- Led and directed 6 committees with 20 direct reports
- Directly oversaw the Marketing, Creative, & Partner Relations team

#### Project Manager (Co-op)

SFU Beedie Student's Engagement & Development Office

May 2020 - September 2020

- Spearheaded virtual Peak & Elite Case Competition 2020 development project within 2 months, utilizing different platforms Zoom webinar, Survey Monkey.
- Analyzed and then effectively strategized in regards to business goals, deadlines, schedules, needed resources, and member coordination with more than 70 teams from first-year to senior students attended.
- Maximized Beedie community outreach, authoring online newsletter publication content, scheduling, media profiles and analytics.

#### Marketing Intern (Co-op)

BC Tech Association

January 2020 - May 2020

- Prepared Technology Impact Awards 2020 detailing marketing brief, campaign performance and engagement trends
- Updated company web pages on weekly basis using WordPress to keep fresh content
- Revised and maintained reports and dashboards for Sales Lightning and developed processes to reduce bounced back emails & newsletter

### OTHER EXPERIENCES

#### 3rd Place | Royal Roads Design Thinking Challenge 2021

Royal Roads University

January 2021 - March 2021

- Business clients: Wilderness Tourism Association
- Utilized design thinking concept to solve tourism business challenges to gain bookings to prevent business shutdown during the pandemic
- Designed a website application that provides personalized recommendations based on user's favourite outdoor activities through QR code scanning
- Collaborated with team members to create strategic solutions through critical thinking, analysis-driven research and presentation to judges made up of CEOs, consultants, division heads, and academics in business

#### 1st Place | Lazaridis International Case Conference

(<https://bit.ly/3p0bHri>)

September 2020 - October 2020

- Business clients: Pearson and Aligned Capital Partners Inc.
- Provided marketing solutions for brands and strategies to increase leads and users
- Prepared a comprehensive final solution of AI-powered client advice, coupled with a technology infrastructure restructuring, earned our team first place
- Represented Beedie School of Business to compete in a 5-hour and 24-hour international case conference on Pearson and Aligned Capital Partners Inc.
- Collaborated virtually with a team of 4 for only 1 month to prepare for the international case competition