

Tiffany Nguyen

Visual & Product Designer

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Experience

[Niantic, Inc.](#) , UX Design Intern

Sept 2020 - Present, San Francisco, CA

- Helping to design & create high-scale real-world AR applications & platform to spark creative & engaging journeys.

[Treehouse](#), Design Student Moderator

Feb 2020 - Present, San Francisco, CA

Ed-tech platform to help bridge the gap between the learner & employer.

- Provided guidance on projects & answered questions related to design & career to over 200 students as a student designer moderator.

[The Future School](#), UX/UI Design Intern

Mar - May 2020, San Francisco, CA

Early-stage startup focused on quality & continuity through e-learning.

- Designed landing pages for internal B2C campaign to increase traffic to company website, and gain potential clients.
- Illustrated & implemented screens for creators to create a variety of customizable content & for students to access a variety of learning content.
- Crafted a new design system to ensure a streamlined process when developing new screens & for developer handoff.
- Created & managed a new design workflow & roadmap for new features & screens to ensure screens ready for beta release.

[81cents](#), Head of Design

Jun 2019 - Present, Berkeley, CA

Negotiation support, just for women & underrepresented groups.

- Identified usability problems in the check-out experience from 10 conducted user interviews & competitor analysis, & redesigned user flow to decrease cart abandonment by 13%.
- Redesigned new assets & layouts for the site (www.81cents.com) to increase brand & mission awareness, & to enable seamless user flows.
- Revised current product & slide decks to better illustrate & synthesize data & information to over 200 clients & stakeholders.
- Conceptualized & illustrated a series of social graphics to bring awareness to the detrimental effects of the gender pay gap.

Education

[University of California, Berkeley](#)

BA in Art History & Media

2017 - 2019, GPA: 3.5

Relevant Courses

Graphic Design Principles,
Web Design & Development,
Human-Centered Design,
Virtual Humanities,
Research & Data Analysis

Skills

Tools

Adobe Creative Suite, Sketch, Figma,
Keynote, HTML/CSS, JavaScript

Research

Affinity Diagramming, Empathy Map,
Data Analysis, Empathy Mapping,
Information Architecture, Journey
Mapping, Usability Testing, User
Interviews

Design

Art Direction, Graphic Design &
Illustration, Interaction Design,
Prototyping, Storytelling, Web
Development & Design, Wireframing

Interests

Illustrating, Coding, Aspiring
Bread-Baker, Mentoring budding
designers