

Kelley Nguyen

Product Designer

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(858) 354 - 2737

EDUCATION

UCLA

B.S. Cognitive Science, Specialization in Computing – Jun 2016

Technical University of Berlin

Management Innovations, Entrepreneurship – Sept 2016

SKILLS

Product

UX Strategy, Web Design, Visual Design, iOS Design, Human Computer Interaction, Rapid Prototyping, Entrepreneurship, Customer Journey Mapping, User Interviews & Testing, Customer Journey Mapping, Systems Thinking, Behavioral Psychology, Design Systems

Tools

Figma, Sketch, InVision, Zeplin, Abstract, Google Analytics, Amplitude, Heap, Hubspot, Airtable, Keynote, Adobe Illustrator, Photoshop, Principle, Framer (Basic), Jira, Notion, HTML, CSS, JS (Basic)

MORE

Founding Designer Fellow

On Deck – Feb 2021-Current

Mindfulness Meditation Teacher Certification Program

Sounds True – Feb 2021-Current

Intro to Product Design: Co-Instructor

Bayview YMCA – May 2020-Current

200 HR Registered Yoga Teacher Training

SoulPlay Yoga – Jul 2019-Nov 2019

Graphic Design Specialization

Cal Arts – Sep 2017-Dec 2017

Interaction Design Specialization

UCSD – Jan 2017-Jul 2017

EXPERIENCE

UI/UX Designer – Sketchy LLC, West Los Angeles

Mar 2018 - Current

- Built and launched new customer-facing site on Webflow, reducing demand on Engineering resources, increasing autonomy for Marketing and Product.
- Created research plans outlining objectives, hypotheses, methods, and outcomes to initiate Discovery process for new verticals in MCAT, Physician Assistant, and Pharmacy
- Proactively communicated with Engineers product vision to align on priorities, effectively deliver projects on time, and increase morale
- Led end-to-end process of new question bank feature for SketchyMedical, which contributed to increase in average session duration by 120%.
- Contributed to 200% increase in annual revenue with launch of new course (SketchyIM), release of question bank feature for medicine, and new product line for nursing students (SketchyNursing).
- Created surveys, analyzed, and presented customer satisfaction results following launch of SketchyIM, which informed production team's decision to shorten videos. This addressed the #1 customer request for over 2 years.
- Ran A/B tests using Google Analytics and Hotjar to identify low performing areas of customer-facing site and measure conversion rates

Associate UI/UX Designer – Clutter, Culver City

Aug 2017 - Oct 2017

- Simultaneously onboarded and led end-to-end process of iOS feature that allowed Operations to automatically update and track intermediate events in field.
- Collected and analyzed qualitative data in the field over 3 days, observed stakeholder interactions with iOS warehouse app
- Presented ethnographic research and customer journey maps in self-storage, which informed the Growth team's decision to pursue self-storage acquisition.

Interaction Design Capstone, SoundCloud iOS – UCSD, Westwood

Apr 2017 - July 2017

- Final project for UCSD's virtual Interaction Design Specialization, proposed Discovery feature for SoundCloud, the world's largest open audio platform.
- Received 37,000+ views, 70% from external referrals (email, IM, direct, Google and Facebook) and shared by sidebar.io, freeCodeCamp, and HH Design.
- Pitched redesign and structure of app to include more robust Discovery section for independent artists and consolidated Feed.
- Conducted quantitative research with 160 participants, and user interviews with 10 participants, 30 minutes each.