

## Profile

Product Designer with diverse experience in user experience, visual design, integrated digital strategies and brand management.

## Specialties

Product Thinking  
Market & User Research  
Interaction Design  
Visual Design  
Data Analytics

## Tools

### PROTOTYPING

Figma, Sketch, Principle, Invision

### VISUAL DESIGN

Illustrator, Photoshop

### DEVELOPMENT

HTML, CSS, Webflow, Wordpress

### DATA

Google Analytics

### COLLABORATION

Slack, Keynote, Asana, Zepplin, Google Drive

## Work Experience

### AEQUILIBRIUM

Jan 2020 - Apr 2020

#### CONTRACT PRODUCT DESIGNER

##### Community Savings Credit Union

- Revised the IA map and mid-fidelity wireframes based on usability testing results and client feedback.
- Designed and iterated the icon suite as well as high-fidelity wireframes to a higher quality based on client and team feedback.
- Created responsive web design specs for development hand-off and worked closely with the technical team to implement the designs.

##### DUCA Credit Union

- Conducted a task flow audit and mapped out an ideal user flow for the mortgage application process.
- Designed mid-fidelity wireframes based on demographic and market research insights and iterated them based on user testing results.

### MODO

Mar 2019 - Jan 2020

#### FREELANCE PRODUCT DESIGNER

- Influenced as the first product designer within the software development team to advocate for the users and integrate design practices into the product development process.
- Recommended and executed various UX tasks such as UX audit, user surveys, user flow, personas, and usability testing.
- Re-designed various features of the carshare booking platform across devices following the Ant Design systems' components and patterns.

### RED ACADEMY PARTNERS

May 2019 - Sep 2019

#### UX/UI DESIGNER

Clients: Banging Rocks, The Good Green, WorkBriefly, B.E.S.T, Monashee Health Collective.

- Designed a virtual art gallery that operates on the HTC Vive through conducting research on 3D design and user behaviours in a VR environment, as well as creating interaction models for the users.
- Led the UX teams to deliver prototypes for a React responsive website and an iOS app by working with the clients to define product strategies, as well as developing streamlined design systems.
- Crafted brand identities and UI designs for a responsive website and a mobile app through working collaboratively with clients and UX teams.

## Education

### RED ACADEMY

#### UX/UI DESIGN DIPLOMA

Completed: Sep 2019

### UBC SAUDER SCHOOL OF BUSINESS

#### BACHELOR OF COMMERCE, MARKETING

Completed: Jun 2016

## Personality Traits

Inquisitive

Observant

Enthusiastic

Collaborative

Compassionate

## Contact



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## MODO

Feb 2018 - Feb 2019

### MARKETING DESIGNER & SPECIALIST

- Worked collaboratively in cross-functional teams of marketing, software engineers, business development, and customer service to distill business and user needs into marketing solutions.
- Made an impact on Modo's brand presence by designing brand-consistent print and digital materials for various marketing campaigns.
- Improved the user experience on Modo's Wordpress website by revamping the structure, visual look and content of various webpages.
- Increased community engagement by managing Modo's social media channels, community partnerships, and brand ambassadors.

## CANADA GREEN BUILDING COUNCIL

Jun 2017 - Feb 2018

### COMMUNICATIONS DESIGNER & COORDINATOR

- Revised the brand identity and designed marketing materials for 7 chapters across Canada that led to a more unified brand presence.
- Took the initiative to learn HTML5 and CSS to improve the user interface and content of various CaGBC's webpages.

## UBC SAUDER SCHOOL OF BUSINESS

Aug 2015 - Sep 2017

### MARKETING DESIGNER & COORDINATOR

- Executed the school's brand refresh including updating project timelines, developing visual identity guidelines, as well as rebranding print and digital materials.
- Redesigned the look and feel and restructured the information architecture for 4 graduate programs' career sites.
- Increased awareness and engagement for the Alumni Career Services by 30% through creating, implementing, and tracking integrated campaigns via email marketing, social media, and landing pages.
- Ensured smooth campaign operations by developing and monitoring project timelines and liaising with stakeholders to produce creative assets for 6 graduate programs.

## Volunteer Experience

### LEAN IN VANCOUVER

Jun 2018 - Apr 2019

#### GRAPHIC DESIGNER

- Designed digital marketing collaterals such as email and social media banners to support event promotion.

### VANCOUVER STARTUP WEEK

Jun 2017 - Oct 2017

#### GRAPHIC DESIGNER

- Designed marketing collaterals to support event promotion including website, email and social banners, and branded swag.