

Jenny Nguyen

PRODUCT DESIGNER

jenny-nguyen.com

jennynguyen@gmail.com
linkedin.com/in/jennynguyen

I am a product designer who enjoys creating long-lasting, digital solutions to meet users' root needs and increase business growth and retention.

SKILLS

Research

A/B Testing
Storyboarding
Usability Testing
Journey Mapping
User Personas
Service Blueprints
In-Context Interviews
Framework Syntheses
Competitive Analyses

Design

Wireframing
Product Thinking
Rapid Prototyping
Inclusive Design
Info Architecture
User Flows
Design Systems
Microinteractions
Feature Storyboards

Tools

Figma
Sketch
InVision
Abstract
Zeplin
InDesign
Illustrator
Photoshop

EDUCATION

Northwestern University

Engineering Design Innovation, MS | Sept 2019 - Dec 2020

University of California, San Diego

Chemical Engineering with Minor in Design, BS | Sept 2015 - Jun 2019

WORK EXPERIENCE

Walmart eCommerce, Sam's Club

Product Design Intern | Jun 2020 - Aug 2020

- Defined UX goals, designed iconography, and created data visualizations to increase member value in Sam's Club
- Created service blueprint and journey map to understand pain points and find opportunities for redesign in current user journey
- Incorporated feedback from product managers, developers, users, and executives in design iterations to meet business and UX goals

Global Ties

Undergraduate Project Adviser | Sept 2018 - Jun 2019

- Managed teams of 8-10 undergraduate interdisciplinary students to design for social impact with nonprofit community partners
- Engaged 300+ undergraduate students through website outreach

SELECTED PROJECTS

Feeding America (Sponsored)

Interaction Designer | Jan 2020 - Mar 2020

- Ideated and created feature storyboard to improve corporate engagement with donations and advocacy
- Prototyped 28 mobile screens against 5 E's of customer journey to increase membership sign-ups for business stakeholders

Procter & Gamble (Sponsored)

Product Designer | Sept 2019 - Dec 2019

- Conducted 20 in-context interviews to improve eCommerce landscape for consumer packaged goods
- Synthesized and translated insights to make data-driven decisions
- Created minimum viable prototype to meet consumers' needs and sponsor's requirements to potentially launch to market

Inhaler Carriage Improvement

Design Researcher | Sept 2019 - Dec 2019

- Conducted 6 user interviews to understand why inhaler users don't often carry their inhalers with them
- Created different frameworks, such as relationship map for stakeholder analysis to translate insights into design concepts