



Van Nguyen

UX / Interaction Designer

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ABOUT ME

Hi, I am Van Nguyen. I am a UX/UI designer based in San Jose, California. I believe in the power of simplicity and the importance of intuitive design that brings joy to users. My approach is rooted in a user-centric mindset, ensuring that every decision I make enhances the overall experience. Known for my strong work ethic, attention to detail, and meticulous approach, I bring precision and dedication to every project, consistently delivering high-quality work that meets expectations.

WORK EXPERIENCE

FreshX / New York, NY (Remote)

June. 2024 - Present

Product Designer

- Improved the usability of the FreshX online marketplace by conducting heuristic evaluations to identify issues and delivered design solutions.
- Achieved a 40% reduction in task completion time by making product search and filtering more intuitive.
- Boosted buyer product searches by 5x through enhanced navigation and improved platform usability, leading to increased engagement.
- Enabled sellers to list \$8M worth of products by improving navigation, providing better analytics to identify high-demand categories.

Tastea / San Jose, CA

April. 2023 - Present

Supervisor

- Enhanced customer experience by delivering high-quality service and leading a motivated team, contributing to a 20% increase in Yelp ratings.
- Improved customer satisfaction with an open, inviting atmosphere by adjusting the store layout.
- Optimized workflow to ensure timely drink preparation and maintain a smooth, efficient customer experience.

EDUCATION

Bachelor of Art — San Jose State University

Design Studies major (Interaction Design minor)

Honors & awards: Summa Cum Laude (GPA 3.93)

Projects

Restify Sleep App

- Researched and identified the causes of sleep deprivation by interviewing individuals to better understand the core issues affecting their sleep.
- Identified market gaps for new solutions to enter by conducting a SWOT analysis of existing apps.
- Delivered personalized sleep advice by incorporating UX design features that enable users to schedule consultations directly within the Restify app.

Urban Aura Clothing App

- Simplified the shopping experience by consolidating multiple clothing brands into one central app, making browsing and purchasing more user-friendly.
- Enhanced the shopping experience by designing a seamless, user-friendly interface that unified products from various brands while maintaining a consistent look and feel within the app.

POS System

- Redesigned the information architecture in the POS system to improve navigation, making it easier for users to find and select drinks.
- Enhanced drink visibility and recognition by incorporating images, icons, and bold typefaces into the user interface design.
- Improved the user experience for modifying drinks, particularly drink sizes, to streamline the ordering process.

CERTIFICATIONS

Google UX Design Professional Certificate

Coursera - 2023

SKILLS

- User Design Tools:** Proficient in **Figma**, **Adobe Illustrator**, **Photoshop**, and **InDesign**.
- Interaction Design:** Skilled in creating intuitive user flows to ensure seamless navigation and smooth user experiences.
- Problem-Solving:** Adept at identifying design challenges and developing innovative, user-centered solutions.
- UX Design:** Strong ability to translate user needs into practical, effective, and visually appealing designs.
- Collaboration:** Experience working with cross-functional teams to align design solutions with business and user goals.