

Jenn Nguyen

Digital Product Designer

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Building interactive experiences that are impactful, branded, strategic, and user-focused.

SKILLS

Experience Strategy
Design Systems
User Flows
Rapid Prototyping
Micro-interactions

EXPERIENCE

Lead Product Designer Genies

Aug – Oct 2022 · Miami, FL

Led design of NFT Marketplace: The Warehouse

Worked with product, engineering to build processes and quickly launch features

Projects: Search, Intellectual Property, Checkout (Dapper Labs, Flow blockchain), Design Systems

Sr. Product Designer, Creators Fast

Jan – Apr 2022 · New York, NY

Designed tools for creators to manage analytics, dashboards, search, and product discovery experiences

Partnered with product, user research, and engineering teams on quarterly planning to help build 2022 roadmap

Publicis Sapient

Design Lead (Calvin Klein)

Aug 2021 – Jan 2022 · Toronto, ON

Lead and managed three designers on the experience strategy team

Worked on PDP, PLP, Cart, Checkout, My Account, and the motion design system

Sr. Experience Designer (GameStop)

Feb – Aug 2021 · Toronto, ON

Checkout, Cart, Omni-channel

Designed web enhancements for omni-channel initiatives, led redesign for iOS cart, and pitched concepts to GameStop management team

Sr. Designer, Digital Products Tory Burch

May 2018 – Jun 2020 · New York, NY

Designed user flows, prototypes, mockups, wireframes, micro-interactions

Applied insights from heatmaps (Hotjar), customer feedback, articles from research partners

Partnered with product owners, business analysts, developers, cross-functional teams to refine business requirements, user stories

Implemented collaborative processes to improve design to development handoff: design documentation, user acceptance testing (UAT)

Gemini Design System

Managed, designed first design system and Sketch Cloud library with over 50+ components and styles

Collaborated and partnered with developers, designers, and product managers to add new styles, components, and change requests

Checkout & Cart Redesign

Enhanced checkout increased conversion by 12%. Improvement in cart to shipping funnel by decrease of 10% dropoff.

Launched in North America, Europe, Japan, Middle East

My Favorites Redesign

In first month, increased add to cart rate by 17%, increase of conversion by 3%, increase of 2500+ new accounts, increase of \$40K+ revenue.

My Account Redesign

Login, Dashboard, Orders, Settings, Navigation

Live Chat

Relaunched Live Chat under new vendor (Gladly) and managed designs and timelines

TOOLS

Figma
Sketch
Invision
Principle
After Effects
HTML/CSS

EDUCATION

York University
Bachelor of Design
(Honors)
2010 – 2014

Design Consultant Tin Can

Nov 2020 – Jan 2021 · Toronto, ON

Children's smartwatch co-founded by previous CTO of Warby Parker. Created user flows, prototypes for iOS, Android, WearOS.

Sr. Interactive Designer M.Gemi

Nov 2017 – Apr 2018 · New York, NY

Worked with data scientists to conduct rapid A/B tests on Google Analytics and Unbounce

Helped conduct user observation tests on Full Story and usertesting.com

Designed data-informed landing pages as part of the digital performance customer acquisition team

Design Consultant Velour

Nov 2015 – Apr 2016 · Toronto, ON

The Lash Lab App

UI/UX and creative direction for 2016 North America Sephora Tour

Design Consultant BLU Design + Communications

Aug 2015 – Feb 2016 · Toronto, ON

Bigfoot Doors

Modern luxury door company: designed wireframes and prototypes

Hudson's Bay President's Holiday Letter Video

Produced and designed using Cinema4D and After Effects

Web Designer (Contract) Hudson's Bay Company

Jul 2014 – Feb 2015 · Toronto, ON

Assisted on thebay.com redesign, designed weekly landing pages

Conducted A/B tests, created guidelines and templates for display banners

Prepared production files for French translation

User Interaction Designer Canada Goose

Aug 2016 – Sept 2017 · Toronto, ON

Rapidly ideate concepts to produce low and high-fidelity designs in Sketch and After Effects

Partnered with cross-functional teams, product manager, and business analyst to translate business requirements into design solutions

Ideated and produced mockups, animations, and interactions (low, high fidelity)

Conducted user acceptance testing to ensure quality was to design specifications for launch

Presented strategies, concepts, solutions to leadership, marketing, and executive teams

Redesigns

Site Navigation, Visual Search, PDP, PLP Filters Country Selector, Email Signup, Investor Relations Microsite, FAQ & Privacy Policy, Ratings & Reviews

Digital Designer Blondie Paris

Jun – Aug 2013 · Paris, FR

Chanel Beauty News

Designed animations and visual mockups for desktop, tablet, mobile

Pablo by Gerard Darel

Redesigned UI and visual design for one page checkout

Hermès Silk Knots Mobile iOS App

Prepared production ready images for app development, designed and animated display ads

VOLUNTEER

UN Women USA New York

Oct 2019 – Feb 2020

Assisted with Squarespace design updates

Girls Learning Code

Nov 2014

Mentored an HTML/CSS workshop for girls (9-12 years old) on National Girls Learning Code Day

AWARDS & RECOGNITION

**Adobe Design
Achievement Award
Semi-finalist**
Information Design
2012

**Candidate
Empowering Talents
Competition**
Vogue & Kering
Group
2015