VY LE

PRODUCT DESIGNER

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SKILLS

UX DESIGN

- User Interview
- Personas
- Storyboarding & Wireframing
- Mockups
- Rapid Prototyping
- Usability Test
- User Interface
- Mobile & Web
- Research Methods
- Evaluation Methods

ADDITONAL

- Interaction Design
- Logo Design
- Presentation Design
- Typography
- Graphic Design
- Web Design

TOOLS

DESIGN

- Figma
- Miro
- Sketch
- Illustrator
- Photoshop
- InDesign
- After Effects
- Adobe XD
- InVision
- Axure
- Research Methods
- Evaluation Methods

COMMUNICATION

- Slack
- Jira
- G-Suite, Notion
- Micriosoft Office

PRESENTATION

- KeyNote
- Powerpoint
- Google Slides

PROGRAMMING

- HTML & CSS
- Cloud9
- jQuery
- PHP
- JavaScript
- C++
- Python

EXPERIENCE

FREELANCE
WEB/PRODUCT (UX/UI) DESIGNER | 2018 - Present

Provided brand development, web design and UX/UI design services for various businesses in Santa Cruz County, California and the surrounding areas.

- Designed a dating app utilizing UX/UI best practices for a client that's positioned as an app that helps its users take online connections offline in an interactive and meaningful way.
- Oversaw the creative direction of a solar power client's branding initiatives including logo creation for one of the client's in-house brands and developing the new look and feel for specific sections of the website.
  - Provided UX/UI design solutions for Ecommerce to improve the online customer shopping experience.
- Led the online branding initiative for a hair salon client including logo creation and website development employing Wordpress CMS, utilizing web design best practices, responsive design and search engine optimization.
- Steered the website design and development project for a B2B janitorial company including research and discovery, information architecture, sitemap, wireframes and search engine optimization to generate more leads online.

Globus New Media LLC.
WEBSITE DESIGNER | 2018 - 2020

Started as an intern in 2018 and became the lead web designer in 2019.

- Redesigned company pages, built an upgraded user interface and updated code in order to modernize the website, improve functionality, make it mobile friendly and increase page load speed to better the customer web experience.
- Worked cross functionally with IT, design and development teams to ensure new branding was consistent across all properties and website was updated properly throughout various stages of the web development roadmap.
- Drove the revamp of the Ecommerce section of the website by designing new creative, editing and updating product pictures and optimizing product descriptions for easier searchability to increase sales.

MAJOR UX/UI PROJECTS

Doable - The Productivity App - 2020

- Managed the end to end process of UX/UI product app design, to create a design prototype for a productivity app targeted towards students to help with schedule organization, effective task reminders and a report of daily activities to improve work life balance and alleviate stress.

Elevate - Library App - 2020

- Managed the end to end process of UX/UI product app design, to create a prototype for a time saving app that provides a solution for busy professionals to find updated resources, events and educational programs to boost their career and stay engaged within their community.

EDUCATION

UX/UI DESIGN CERTIFICATE

Concentration: UX
Flatiron School, San Francisco
2020

BACHELOR OF SCIENCE (B.S.) IN COMMUNICATION DESIGN

Concentration: Website Design
California State University, Monterey Bay, Seaside, CA
2019

ASSOCIATES OF ARTS (A.A.) IN COMPUTER SCIENCE

Cabrillo College, Aptos, CA
2017