KAYLA NGUYEN

(949) 973-2892
kaylanguyen0905@gmail.com
kayla-nguyen.com

EXPERIENCE

Junior UX Designer   **August 2023 - Present**

Kevcomp Inc. ● Long Beach, CA ● kevcomp.com

- Communicate with website developer, engineers, technical writer and management team to assess website design approaches
- Construct project timeline and scope of website design process
- Wireframe website deliverables utilizing Figma and implemented website prototypes in WordPress

UX Assistant   **June 2022 – June 2023**

Information Technology Services @ University of California, Santa Cruz ● its.ucsc.edu

- Collaborated with faculty in redesigning university website design system utilizing Figma design and prototyping features
- Conducted user research and assist research pools for campus-wide experience of technology services
- Partnered with team members to develop research pool incentives and organize user surveys on campus

Website Management Chair   **June 2022 – June 2023**

BayTree Campus Store @ University of California, Santa Cruz ● slugstore.ucsc.edu

- Designed digital marketing materials for website and social media (Instagram, Facebook) to improve store's online and campus presence
- Liaised with web developer on product photo updates and manage website product content of online store utilizing Oracle Netsuite
- Improved store branding by establishing design system and marketing goals

UX Recruitment Lead   **Feb 2021 – June 2023**

Creative Tech Design @ University of California, Santa Cruz ● creativetechdesign.soe.ucsc.edu

- Instructed 20+ interns through weekly workshops and case studies related to UX/UI design practices
- Hosted workshops teaching UX design fundamentals with 50+ attendees
- Customized organization's brand identity and design system for marketing strategies through visual design solutions and graphics for various platforms (Instagram, Facebook, and website)

UX Design Intern   **July 2021 – August 2021**

Ditron Dental USA ● Ladera Ranch, CA ● ditrondentalusa.com

- Managed marketing team of 3 on advertising trajectory and social media design concept
- Designed Instagram, Facebook, Twitter, and LinkedIn posts to market products and research
- Coordinated with Vice President of Marketing to grow social media presence and managed growth analytics

EDUCATION

University of California, Irvine ● 2024-2025
M.S. in Human Computer Interaction Design

Google User Experience (UX) Design Certificate ● March 2024

University of California, Santa Cruz ● 2019-2023
B.S. in Cognitive Science, Concentration in Human-Computer Interaction
GPA: 3.87, graduated with Honors in the Major & Cum Laude

SKILLS

Interaction Design, Rapid Prototyping, User Research, Mobile/Web Design, Wireframing, Product Design, User Interviewing, Data Analysis, User Experience Design

TOOLS

Figma, Google Suite, Keynote, Adobe Illustrator, Adobe Photoshop, Microsoft Office, Mailchimp, Procreate, Python