

# Linda Nguyen

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Portfolio: ldnguyen.com

I create beautiful, usable products through empathy and design thinking.

## Experience

### XR PROJECT MANAGER

Immersive Creation Studio  
December 2020–present

- + Led multidisciplinary teams of 4-6 using Agile principles to deliver augmented reality mobile apps from ideation to prototyping to development to testing
- + Worked closely with product owners, designers, researchers, engineers, and clients to align values, discuss technical requirements, and establish timelines
- + Presented work to executive-level stakeholders, including president of Arizona State University and co-founder of Dreamscape Immersive
- + Guided teammates on design and development challenges

### XR RESEARCH ASSISTANT

Meteor Studio  
May 2018–present

- + Designed and developed data visualization tools for various platforms, including web, iOS, Android, and HoloLens
- + Assisted with designing and conducting research studies to evaluate user experience with AR and VR technology
- + Created a style guide to communicate design guidelines to designers and developers for consistent branding and user experience

### UX/UI GUILD COORDINATOR

Immersive Creation Studio  
May 2021–August 2021

- + Facilitated cross-departmental workshops to build user-centered design culture across the organization
- + Coordinated upskilling and team-building activities for a remote team of 15 UX/UI designers

### DIGITAL MEDIA MANAGER

Armor Insurance Professionals  
May 2017–July 2020

- + Rebranded the organization with an updated logo, modern website, and social media launch
- + Led a team of 3 to produce branding and marketing materials, including flyers, business cards, videos, email newsletters, blog posts, and social media content

### DESIGN & EDITORIAL ASSISTANT

Hayden's Ferry Review  
August 2016–May 2018

- + Produced journal layout, cover design, and print collateral with Adobe InDesign, Illustrator, and Photoshop
- + Copyedited publications for consistent style and error-free writing

## Education

### USER EXPERIENCE, M.S.

Arizona State University  
January 2020–December 2021

*Summa cum laude* (4.0 GPA)

### DIGITAL CULTURE (ART), B.A.

Arizona State University  
August 2015–May 2019

Minor in Business

*Summa cum laude* (4.0 GPA)

## Skills

### DESIGN

UX/UI Design  
Graphic Design  
Wireframing  
Prototyping  
Information Architecture

### USER RESEARCH

Usability Testing  
Interviews + Surveys  
Personas

### DEVELOPMENT

Full-stack Development  
Web  
Mobile  
AR/VR

### DIGITAL MEDIA

Digital Illustration  
Video Editing  
3D Modeling  
2D + 3D Animation

### OTHER

Technical Writing  
Copyediting

## Tools

### DIGITAL MEDIA

Photoshop  
Illustrator  
XD  
Figma  
InDesign  
Premiere Pro  
Maya

### DEVELOPMENT

Unity  
Node.js  
Git  
React  
Bootstrap  
MongoDB  
Xcode

### LANGUAGES

JavaScript  
HTML  
CSS  
C#  
Swift  
Python  
Java

## Achievements

ASU Moeur Award  
Katherine K. Herberger Scholarship  
New American University Scholarship  
Congressional Art Comp. Honorable Mention  
Dean's List