

# Linda Nguyen

Email: linda.d.nguyen@asu.edu

Portfolio: ldnguyen.com

I create usable and beautiful products through empathy and user-centered design.

## Experience

### ASSOCIATE UX DESIGNER

ASU Enterprise Technology | Tempe, AZ

January 2022 – present

Designed accessible interfaces for student and staff tools. Used user research to iterate and improve user experiences.

Regularly presented designs to key stakeholders.

### XR PROJECT MANAGER

Immersive Creation Studio | Tempe, AZ

August 2021 – December 2021

Led a multidisciplinary team using Agile principles to develop a Unity mobile game and Node.js webapp.

### UX/UI GUILD COORDINATOR

Immersive Creation Studio | Tempe, AZ

May 2021 – August 2021

Led cross-departmental workshops for UX/UI design to develop user-centered design culture across the organization.

Coordinated team-building activities for a remote team of 15 designers.

### RESEARCH ASSISTANT

Meteor Studio | Tempe, AZ

May 2018 – December 2021

Designed and developed augmented and virtual reality software with Unity for iOS, Android, Oculus, and HoloLens.

Assisted with designing and conducting user research studies on mixed reality technology.

Created a style guide to communicate design standards and establish brand identity.

### DIGITAL MEDIA MANAGER

Armor Insurance Professionals | Tempe, AZ

May 2017 – July 2020

Produced branding and marketing materials, including logos, flyers, business cards, videos, email newsletters, and social media content.

### DESIGN & EDITORIAL ASSISTANT

Hayden's Ferry Review | Tempe, AZ

August 2016 – May 2018

Produced journal layout, cover design, and other print collateral.

Assisted with copyediting.

## Education

### USER EXPERIENCE, M.S.

Arizona State University

January 2020 – December 2021

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

Web

Mobile

AR/VR

### DIGITAL MEDIA

Digital Illustration

Video Editing

3D Modeling

2D + 3D Animation

### OTHER

Technical Writing

Copyediting

## Tools

### MEDIA EDITING

Photoshop

Illustrator

XD

Figma

InDesign

Premiere Pro

Maya

### DEVELOPMENT

Unity

Node.js

Git

React

Bootstrap

MongoDB

AWS

### 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