

NICKI VUONG

PRODUCT DESIGNER

/ CONTACT DETAILS

itsncki@gmail.com
nickivuong.design
linkedin.com/in/nicki-vuong
503-901-8321

/ SKILL

Experience Design
Strategy & Research
Prototyping
Wireframing
Users Flows
Design System in Figma

/ TOOLS

Figma
Illustrator
InDesign
Photoshop
Spark AR

/ EDUCATION HISTORY

Interaction Design Foundation

Design School - Human Computer
Interaction, Design Thinking, UX Design

University of Oregon

BS Marketing - Minor in Product Design

Yonsei University

Study Abroad

/ WORK EXPERIENCE

>> Product Designer

Nike | Contract | Jan 2022 - Present

Collaborated with cross-functional teams to rebuild the NBY@R digital booking tool with a focus on creating a seamless and intuitive user experience. Implemented agile development methodologies to ensure the tool was scalable and repeatable, resulting in an enhanced online and in-store booking experience for customers.

>> Freelance Web Designer

Freelance | April 2020 - December 2021

Redesigned and improved the UX/UI for local businesses by conducting user research, analyzing user feedback, and prototyping and testing design solutions. I work closely with clients to understand their business needs and identify opportunities to improve the user experience. I have also enhanced the page ranking and online presence of local businesses through the implementation of SEO and SEM strategies and the optimization of the website structure

>> Junior UX/UI Designer

Rakuna | Nov 2020 - March 2021

Led the design of the Interview Scheduling feature, creating functional prototypes for iPad and iPhone and collaborating with stakeholders to gather requirements and define the product direction. I also redesigned and overhauled the visual design for products and marketing, using user-centered design methods such as need-finding, copywriting, sketching, flow diagrams, wireframing, and prototyping to create an intuitive and effective user experience

>> Vietnamese Interpreter

Language Line | July 2020 - Jan 2021

I helped the underserved Vietnamese community effectively communicate with businesses, hospitals, and government services.

>> Digital Marketing and Product Manager

Go_down | Feb 2019 - June 2019

I was responsible for advertising, market research, brand management, packaging design, as well as marketing on channels such as Facebook, IG, and Etsy.

>> Content Creator & Marketing Intern

The New District | Dec 2018 - June 2019

I created graphics and social media campaign that targeted Gen-Z which increased engagement by 8%. Started TND's IGTV channel by pitching ideas, writing, filming, and editing with the help of the marketing manager.