

# LAC NHI NGUYEN

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## Professional Skills

**Design Tools:** Figma, Adobe XD, FigJam, Miro, Jira, Asana, FigJam, Trello, InVision, Notion

**Research Tools:** Optimal Workshop, UserTesting, Qualtrics, Prolific, SurveyMonkey, Maze, Typeform, Google Analytics

**UX/UI:** User Research, Wireframing, Prototyping, Information Architecture, Journey Mapping, Accessibility, Storyboards, User Interviews, Design Thinking, Responsive Design, User Interface Design, Mockups, Typography, Branding, User Persona, A/B Testing, Userflows, Heuristic Evaluation, Surveys, Competitive Analysis, Usability Testing, HTML, CSS

## Professional Experience

**UX/UI Intern** — Digital Encounter Sep 2025 – Present

- Conducted usability testing for client projects, leading to improved website navigation by 75%.
- Collaborated in redesigning client websites, creating wireframes, prototypes, and high-fidelity mockups for digital marketing applications that increased customer engagement and satisfaction rates by 20%.
- User experience audits for client websites, identifying areas for improvement, enhancing usability and accessibility.

**Associate Design Coordinator** — Centrans Marine Shipping Sep 2021 – Present

- Designed email content and supported logistics in developing efficient freight solutions, and forwarding strategies.

**UX/UI Intern** — Gabbian Jul 2024 – Oct 2024

- Developed an optimized billing and checkout flow, conducting user journey analysis, to identify pain points and streamline navigation.
- Conducted in-depth competitive analysis to identify standard user flows in the checkout process, uncovering best practices and opportunities for differentiation. Implemented A/B testing on early prototypes to drive iteration.
- Designed and iterated on wireframes and interactive prototypes, gathering feedback to refine user interactions and ensure a seamless, engaging checkout experience.

## UX Projects

**Resonance — UX Designer (FigBuild Hackathon)** Mar 2026

Designed a speculative wearable and companion app that visualizes physiological synchrony for relational and self-awareness.

- Collaborated to design a mobile app used to get insights on biometrics and interpersonal synchrony for resonance.
- Conceptualized and designed the end-to-end product experience, interaction flows, and visualization systems.
- Translated research in biometrics and nervous system regulation into metrics for solo and interpersonal uses cases.

**Dopamine — UX Designer (L'Oréal Brandstorm)** Mar 2026

Global innovation competition where multidisciplinary teams solve real business challenges.

- Designed a mobile app for an NPC-enabled perfume, defining the physical-to digital user journey.
- Created a concept video and collaborated within a cross-functional team to refine the design and pitch the product.

**Disaster Dodgers Pro — UX Designer** Oct 2024

Environmental Monitoring System with real-time data visualizations and alerts to monitor changes. [Project Link](#)

- Collaborated with a cross-functional team to design a system with an interactive dashboard that collects, visualizes, and provides real-time alerts on ecological changes, including air quality and temperature shifts.

**Guiding Guardians — UX Designer** Jul 2023

Designed a homework helper using the integration of AI. [Project Link](#)

- Leveraged data-driven insights to make design decisions and enhance overall product design and performance.

## Education

**Master of Science, User Experience** — Arizona State University May 2025 - May 2027

**Certification in User Experience Design** — General Assembly Jan 2023 - May 2023

**Bachelors of Science, Psychology** — University of Houston Aug 2019 - Dec 2021

## UX Leadership & Community

**Founder & President, UX Club** — Arizona State University Sep 2025 - Present

Founded and led the college's first UX-focused organization to advance design education, industry readiness, and human-centered thinking across campus.