

Sofie Nguyen

UI/UX Designer

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EDUCATION

UI Design Certificate

CareerFoundry, 12/2022 – 05/2023

Google UX Design Certificate

Coursera, 06/2022 – 09/2022

Master and Bachelor in Industrial Engineering

Munich University of Applied Science, 2013 – 2021

UI/UX DESIGN SKILLS

Methodology

Design Thinking Process | User-Centered Design

Research

Competitive & SWOT Analysis | User Interviews | User Personas | User Flows

Design

UI/UX Design | Illustration | Responsive Design | Wireframing | Prototyping | Animation | Mockups | Usability Tests | A/B Testing | User Acceptance Testing

TOOLS

Figma | Adobe CC (XD, Photoshop, Illustrator, After Effects) | Balsamiq | Miro | Usability Hub

LANGUAGE

German (C2), English (C1), Vietnamese (B1), Korean (B1)

PROFESSIONAL SUMMARY

Experienced UI/UX designer with a background in industrial engineering and customer success consulting, offering a unique blend of creative design thinking and analytical problem-solving to achieve measurable results that meet user needs and align with business objectives. Skilled in product/process optimization and fostering cross-functional collaboration for successful project outcomes, a valuable asset for organizations seeking a multidimensional professional to enhance their design endeavors and drive success.

UI/UX DESIGN PROJECTS

LOOKAROUND – Native iOS and Android parking finder app

[View case study](#)

CareerFoundry – 07/03/2023 – 04/04/2023

- Developed a native mobile parking finder app for iOS and Android, enabling car-dependent individuals to effortlessly locate and access parking spaces in urban areas, streamlining their parking experience.
- Conducted competitive analysis, wireframing, prototyping, animations, and usability testing.

FLAVORQUEST – Responsive recipe web app

[View case study](#)

CareerFoundry – 25/1/2023 – 03/03/2023

- Designed and implemented a responsive recipe and cooking class app, featuring personalized recommendations and gamification elements, resulting in heightened user motivation, increased engagement, and enhanced user experience with precise recipe matches.
- Conducted user research, defined MVP features, created wireframes, prototypes, illustrations, usability tests using Figma, Adobe Illustrator, and Usability Hub.

SWYPEBUY – Responsive online shopping app

[View case study](#)

CareerFoundry – 05/04/2023 – 14/04/2023

- Implemented a minimalistic and responsive design for the e-commerce platform, to improve user experience and reduce stress and cart abandonment rates during the checkout process.
- Conducted user research, created personas, iterated on wireframes, and interaction design. Used Figma, Adobe Illustrator, and Balsamiq for the design process.

RELEVANT WORK EXPERIENCE

Customer Success Consultant / Product Designer

Alyne GmbH – Munich, GER – 10/2021 – 10/2022

- Successfully collected user feedback and pain points from 10+ clients, translating it into actionable product insights that aligned new features with user needs, resulting in significant product improvements and increased customer satisfaction.
- Implemented a structured usability testing process before each feature launch, resulting in improved communication among teams, reduced customer support requests, and increased customer satisfaction by 30%.
- Utilized Sketch to create intuitive in-app user guides and tooltips, resulting in enhanced customer understanding of complex features, increased satisfaction, and fewer support requests.

Customer Success Working Student

Alyne GmbH – Munich, GER – 10/2020 – 09/2021

- Conducted thorough usability testing to identify critical bugs and usability issues, leading to swift resolutions and an improved user experience, resulting in decreased customer complaints.
- Implemented use cases and conducted tailored trainings for users, increasing adoption of advanced features and enhancing user engagement.