

Jenn Nguyen

Digital Product Designer

jnouveau.com/nike-vl
password: 2020

jenn@jnouveau.com
(917) 257-4251

Ecommerce digital product designer specializing in the retail, fashion, beauty, and luxury space. Proven track record of creating customer-first experiences that balance business, design innovation and brand.

SKILL SETS

User Flows
Prototyping
Micro-interactions
Design Systems
Design Research & Strategy

TOOLS

Figma
Sketch
Invision
Principle
After Effects
Adobe CC
Keynote
HTML/CSS

EDUCATION

Design
York University
Bachelor of Design
(Honors)
2010 – 2014

RELEVANT COURSES

Mobile User Experience (UX) Design
Interaction Design
Foundation
Present

Designing iOS and Android Apps

Lynda
2020

Best Practices for iOS User Interface Design
Coursera
2020

Sr. Designer, Digital Products Tory Burch

May 2018 – June 2020 · New York, NY

Mobile-first approach: assigned to redesign global ecommerce site as part of Adobe Experience Manager (AEM) integration and replatform

Created user flows, task flows, high-level information architecture maps, wireframes, high-fidelity screens, high-fidelity prototypes, and micro-interactions in Sketch, Principle, After Effects, Keynote, and Invision

Applied insights from heatmaps (Hotjar), customer feedback from client services, reports from research partners (Gartner, Google), and analytics

Partnered with product owners, business analysts, and developers to refine business requirements, features, design requests, and user stories

Partnered with product manager to create decks, presented to key stakeholders in business and creative services

Implemented collaborative processes to improve design to development handoff: design documentation, and user acceptance testing (UAT)

Conducted UAT, approved tickets in Jira, worked with quality assurance analysts, and assisted in prioritization of tickets through an agile lens to ensure designs were acceptable for release

My Favorites Global Redesign (Design Lead)

Customer personalization and acquisition

Results: In first month, increased add to cart rate by 17%, increase of conversion by 3%, increase of 2500+ new accounts, increase of \$40K+ revenue

PDP Redesign + Enhancements (Sr. Designer)

Designed personalized PDP for hero products

Checkout & Cart Global Redesign (Design Lead)

Two-step checkout with a focus on mobile: Managed timelines, designs and assigned tasks to designers

Results: Enhanced checkout increased conversion by 12%. Improvement in cart to shipping funnel by decrease of 10% dropoff.

Global roll out in: North America, Europe, Japan, Middle East

Gemini Design System (Design Lead, Owner)

Managed, designed first design system and Sketch Cloud library with over 50+ components and styles

AEM Page Templates: Designed pre-built page templates for landing and shop pages

Ensured styles were on-brand and ADA compliant

Collaborated and partnered with developers, designers, and product managers to add new styles, components, and implement change requests

Implemented Slack & Teams channel: communication, submit tickets, and share out changelogs to development and creative teams

My Account Global Redesign (Design Lead)

Customer personalization and retention: designed experience for login, create account, dashboard, orders, settings, navigation

Live Chat (Sr. Designer)

Designed, relaunched Live Chat with new vendor

Isetiger AR App (Sr. Designer)

Designed, prototyped concepts for iOS

Sr. Interactive Designer

M.Gemi

Nov 2017 – Apr 2018 · New York, NY

Worked with data scientists to conduct rapid A/B tests on Google Analytics and Unbounce

Helped conduct user observation tests on Full Story and usertesting.com

Designed data-informed landing pages as part of the digital performance customer acquisition team

User Interaction Designer

Canada Goose

Aug 2016 – Sept 2017 · Toronto, ON

Rapidly ideate concepts to produce low and high-fidelity designs in Sketch and After Effects

Partnered with cross-functional teams, product manager, and business analyst to translate business requirements into design solutions

Ideated and produced mockups, animations, and interactions (low, high fidelity)

Conducted user acceptance testing to ensure quality was to design specifications for launch

Presented strategies, concepts, solutions to leadership, marketing, and executive teams

Redesigns

Global Site Navigation
Einstein Predictive + Visual Search
404 + No Search Results
PDP
PLP Filters
Country Selector
Email Signup Experience
Investor Relations Microsite
FAQ & Privacy Policy

Enhancements

Cross-style Modal
Breadcrumbs
Digital Style Guide
Vetements x Canada Goose Collaboration LP
Ratings & Reviews

Art Director (Contract)

BLU Design + Communications

Aug 2015 – Feb 2016 · Toronto, ON

bigfootdoors.com

Modern luxury door company: designed wireframes and prototypes

Hudson's Bay President's Holiday Letter Video

Animated and designed using Cinema4D and After Effects

Digital Art Director (Contract)

Velour Beauty

Nov 2015 – April 2016 · Toronto, ON

The Lash Lab Web App

UX Design and digital creative direction for 2016 North America Sephora Tour

Web Designer (Contract)

Hudson's Bay Company

July 2014 – Feb 2015 · Toronto, ON

thebay.com

Assisted on redesign, designed weekly landing pages, and prepared files for French translation

Conducted A/B tests, and created guidelines and templates for display banners

Digital Designer

Blondie Paris

June 2013 – Aug 2013 · Paris, FR

Chanel Beauty News

Designed animations and visual mockups for desktop, tablet, mobile

Pablo by Gerard Darel Single Page Checkout

Redesigned UI and visual design

Hermès Silk Knots Mobile iOS App

Prepared production ready images for app development

Designed and animated display ads

AWARDS & RECOGNITION

Adobe Design Achievement Award

Semi-finalist
Information Design
2012

Candidate Empowering Talents Competition

Vogue & Kering
Group
2015

VOLUNTEER

UN Women USA New York

Oct 2019 – Feb
2020

Assisted with
Squarespace design
updates

Girls Learning Code

Nov 2014

Mentored an HTML/
CSS workshop for
girls (9-12 years old)
on National Girls
Learning Code Day