Nancy Nguyen

nancytmynguyen@gmail.com • 408-888-7146 • www.linkedin.com/in/nancynguyennn

EDUCATION

Design Lab
UI/UX Design Program   **Spring 2025**

Completing a UI/UX training program in user-centered design, wireframing, prototyping, and usability testing, applying iterative processes through three in-depth case studies to design intuitive, research-driven solutions—www.nancynguyen.design

University of California, Berkeley
B.A. in Cognitive Science and Media Studies   **Spring 2023**

Relevant Coursework: Foundations of Data Science, Structure and Interpretation of Computer Programs, Advanced Python Programming, Human-Centered Design, Media and Democracy, Discrete Mathematics, and Developmental Psychology

PROFESSIONAL EXPERIENCE

ServiceNow   **Santa Clara, CA**
UX Research Intern   *July 2025 – Dec 2025*

- Directed the rolling research strategy and execution for AI integration in ServiceNow's App Manager, applying mixed-methods research to uncover user needs, outline business goals, and shape the product's direction
- Tested design concepts through comprehensive user interviews with customers and partners, uncovering key usability insights and translating findings into actionable recommendations that directly informed design decisions
- Collaborated with cross-functional teams, including product designers, engineers, and managers, to synthesize research findings and effectively inform stakeholders about design considerations, technical feasibilities, and strategic opportunities

L'Oréal Brandstorm Innovation Competition   **Remote**
Product Designer   *Nov 2024 – Feb 2025*

- Spearheaded the design vision for a hydration-tracking smart shaver integrating AI and biometric sensors by incorporating user-friendly features, developing intuitive interfaces, and prototyping in Figma to enhance usability and engagement
- Conducted user research and competitive analysis to refine the product-market fit, ensuring the design meets diverse consumer needs across global markets while integrating sustainability and enhancing long-term user engagement

ZC Consulting   **Berkeley, CA**
Project Analyst   *Feb 2021 – Jan 2023*

- Delivered actionable recommendations using Keynote that contributed to a successful pivot in marketing efforts, expanding the target audience from 4% to a larger, more engaged segment
- Led user insight research initiatives targeting the Gen Z demographic using surveys, user interviews, prototyping, and persona development to gather qualitative and quantitative data and inform marketing strategies
- Synthesized user insights to propose interactive strategies, such as user-generated content and brand partnerships, aimed at increasing engagement with content, ultimately increasing overall viewer interaction and brand loyalty

DESIGN PROJECTS

G-Pal | Mobile Looking for Group (LFG) App for Girl Gamers   *Oct 2024 - Jan 2025*

- Integrated an inclusive and user-friendly matchmaking system to enhance safety, accessibility, and community engagement for female gamers, ensuring a seamless and intuitive experience for finding compatible teammates
- Conducted user interviews and in-depth market research to analyze player behaviors and preferences, optimizing UI/UX design to create a more engaging and community-driven experience tailored to the needs of female gamers

Valorant Feature Concept | Gifting System Integration & Purchase Flow Design   *Nov 2024 – Dec 2024*

- Designed and optimized a streamlined gifting experience by conceptualizing the gifting interface and transaction flow, ensuring an intuitive, accessible, and engaging user experience for sending and receiving in-game items
- Created wireframes and user flows using Figma and Photoshop, integrating UI patterns, typography, and visual hierarchy to align with Riot Games' design system, enhance monetization, and ensure a cohesive player experience

SKILLS AND INTERESTS

Skills: Adobe Creative Suite, Figma, PowerPoint, Usability Testing, Python, Consumer Behavior, Graphic Design
Interests: E-Sports, Gaming, Wrestling, Skiing, Playlist Curation, Musicals, Anime Review, Acrylic Painting, Reading