

Colette Nguyen

UX Content Designer

colettenguyen.com

colettenguyen12@gmail.com

linkedin.com/in/colettewnguyen

EXPERIENCE

UI/UX Designer | IronChopsticks, Co.

September 2024 - Present

- Spearhead the redesign of desktop and mobile screens for a nutrition startup that finds meals for those with dietary restrictions.
- Participate in feedback sessions with product manager and developer as the sole UI/UX designer to ensure a smooth design handoff process.
- Deliver **50+** mobile and desktop wireframes in Figma, translating concepts into user flows and mockups that optimize user engagement.
- Conduct A/B testing to validate designs and iterate.

Visual Content Designer | Electric Potential

August 2024 - March 2025

- Developed product content strategies to enhance visual storytelling and accessibility for a nonprofit centered around youth media literacy.
- Crafted **30+** responsive components and wireframes to guide the design process across multiple touchpoints.
- Collaborated with Content & Design teams to create mockups and translate complex topics into simple, digestible content.
- Adapted designs to suit UX principles, branding guidelines, and digital content requirements.

Digital Media Editor | Orange Coast Magazine

April 2022 - April 2023

- Managed content calendars to publish daily articles across all media platforms, ensuring timely execution of feature articles.
- Developed engaging written content for print and digital outlets, crafting **80+** blog posts, articles, and social media captions.
- Refined copy for quality and consistency of brand voice and tone across all print and digital channels.

Account Coordinator | BLND Public Relations

July 2021 - March 2022

- Cultivated relationships with **5** diverse clients, working with stakeholders to understand customer needs and pain points.
- Drafted and distributed **5+** weekly pitches and press releases through research of current industry trends and experts.

ABOUT

Digital designer with a background in journalism and marketing, looking to combine my writing and design skills in my next creative role. Excellent track record in delivering concise, compelling multimedia content with a deep commitment to diversity and empathy.

SKILLS

AP Style
A/B & Preference Testing
User Research
UI/UX Design
Content Design
Information Architecture
Wireframing & Prototyping
Responsive Design
Design Systems
Branding
Copywriting
Creative Writing
Social Media Marketing
Video Editing

TOOLS

Figma / Sketch / Adobe Photoshop, Illustrator, InDesign, Premiere Pro / Final Cut Pro / Framer / Wordpress / Jira / Microsoft Office

EDUCATION

CareerFoundry

Certificate in UX Design,
Specialization in UI Design

University of California, Irvine

B.A. Literary Journalism
B.A. Film & Media Studies