Jimmy Dinh-Nguyen

UI UX Designer

jimmydinhnguyen.com

jimmypndinh@gmail.com

(678) 670 - 5216

I am a Product Designer with a strong foundation in UI/UX and graphic design, holding a degree from Georgia Tech. My professional journey includes elevating user engagement for apps, increasing e-commerce sales via strategic design, and applying business insights from my experience as a restaurant owner to my design projects.

EXPERIENCE

JDinh Designs Creative Design Specialist

January 2022 — Present   Buford, GA

· Created prototypes and conducted user testing on an alcohol review Android app.
· Assisted in creating logo and brand guidelines for a collectibles e-commerce store, establishing a cohesive visual identity and enhancing brand recognition.
· Consulted with a client on website design and menu creation, resulting in a 17% increase in online traffic.

Action Awards Product & Lead Graphic Designer

May 2019 — December 2021   Lawrenceville, GA

· Revamped company website, leading to 150% increase in overall traffic within 2 months.
· Designed and launched an e-commerce website focused on user experience, driving a 50% increase in number of orders in the first 3 months.
· Collaborated with multiple teams on a daily basis to successfully design and produce over 300 products.
· Engaged with clients as main point of contact to create custom designs while maintaining design uniformity and adhering to branding guidelines.
· Established project timelines and aligned on expectations which led to efficient delivery, improved client satisfaction and a 20% boost in returning customers.

Mother Pho Owner & Founder

January 2016 — Present   Athens, GA

· Managed a diverse team of 5, resulting in a 50% year-over-year (YOY) revenue increase in the first year of operation.
· Designed and tested the user interface used for the Point-Of-Sale System, resulting in a 25% decrease in the order processing time and eliminating the need for additional staff.
· Developed all digital media for business, including logo and menu, which contributed to a 20% increase in social media engagement.
· Created and executed commercial marketing materials, increasing online orders by 100% within 2 months.
· Implemented adaptive business plans during COVID-19, maintaining 50% operational capacity and retaining 80% of staff.

EDUCATION

B.S. Computational Media

August 2011 — 2017   Georgia Institute of Technology

SKILLS & BACKGROUND

Design

- Wireframing
- Prototyping
- Typography
- Brand Identity
- Mockups
- Responsive Design
- Design System
- Information Architecture
- Usability Testing
- User Interviews
- Surveys
- A/B Testing
- Competitive Analysis

Tools

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Microsoft Office
- HTML
- CSS
- Java
- Python

Languages

- English
- Vietnamese