

# PHƯƠNG ANH NGUYỄN

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## EDUCATION

### School of Visual Arts

MFA Products of Design  
New York, NY | 2019

### Boston University

BS in Advertising, Communications  
Boston, MA | 2015

### Doshisha University

Study Abroad  
Kyoto, Japan | 2014

## SKILLS

### Design

UX/UI  
Experience Design  
Storyboarding  
Information Architecture  
User Interview  
Graphic Design

### Software

Sketch/Adobe XD  
InVision  
Zeplin  
Flinto  
Torch AR  
Adobe Creative Suite  
Adobe Premier Pro  
Basic HTML & CSS

### Languages

Vietnamese (native)  
English (fluent)  
Japanese (intermediate)  
Mandarin Chinese (beginner)

## ABOUT

Experience designer skilled in UX/UI, advertising and communications. Motivated by the potentials of human-computer interactions and driven to design a more ethical tech future.

## EXPERIENCE

### Co-Founder, UX/UI Designer | VNPN New York, NY | 2017-Present

Collaborated to build the networking website Vietnamese Professional Network (VNPN). Defined and wireframed user flow. Prototyped the UX and UI of the website.

### Studio & Installation Intern | New Reality Co. New York, NY | 2019

Assisted with production; docent and facilitator of cinematic VR pieces at New Reality Company—the first R/GA's VR Artist in Residence Team.

### Chief UX/UI Designer | Eligraphics HCMC, Vietnam | 2016-17

Directed UX/UI design strategy in a multidisciplinary team. Delivered a production-ready UI design for the company's website within three weeks for the 2017 Cannes Film Festival. Project-managed a team of experts in executing a major mobile game update.

### Chief UX/UI Designer | Potoo LLC Boston, MA | 2015-16

Instituted a user-centered design approach in the company by establishing UX design as the first stage of product development. Collaborated with CEO & CTO to strategize and launched UX improvements. Conducted field research, interviewed users on site and drafted online surveys.

### Art Director | AdLab at Boston University Boston, MA | 2014-15

Led the team to develop a visual style guide and brand identity for The LIBRE Project, a social reintegration project for burn survivors at BU School of Public Health.

## ACADEMIC WORK

### Co-Director | Gallery Committee SVA | 2018-19

Co-led a team of twelve designers in producing three public-facing exhibitions: *OODA Loop*, *Threads Between*, and *Reconsideration*. Art director & project manager. Devised & facilitated ideation sessions.

### UX & AR Designer | AFTER AR App & Game SVA | 2018

Collaborated in a multidisciplinary design team to build AFTER, a disaster relief training AR game for high schoolers in Red Hook. Designed playtests, prototyped AR App, & project-managed.

### Experience & Graphic Designer | Nimbus SVA | 2018

Discovered and integrated cannabis users' needs in the product experience. Designed the unboxing experience and product packaging.