

Mai Phuong Vu

Product designer with background in development

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WORK EXPERIENCES

Senior Product Designer

PeachPay, Dec 2021 – Present

- Implemented design systems with Figma, SCSS, HTML, and JavaScript, achieving 30% faster development across 4 products.
- Identified user pain points through research, leading to a new financial ecommerce B2B SaaS product and 10% revenue growth.
- Led project meetings, optimizing workflow by prioritizing with a cost-benefit matrix and integrating user flows and prototyping.
- Revamped marketing site, settings pages, ecommerce checkout, improving UX & increasing conversion by 12%, and reducing setup time by 25%.

UX Designer

Amici, Nov 2021 – Jul 2022

- Conducted user research, including interviews, testing, and quantitative analysis, informing MVP creation, boosting user retention by 15%.
- Built a user community through a server, social media, and organizing 9 events in our mobile app, enhancing user understanding.
- Established a design system for consistent UI and workflow improvement, reducing design iterations by 20% and enhancing accessibility.
- Created user flows and prototypes to improve design communication and gather feedback, reducing new feature development time by 25% and enhancing user experience.

Product Designer

Develop for Good, Jan 2021 – Jan 2022

- Collaborated with cross-functional team members (developers, designers & PMs) to design 4 unique user-centric products for 4 non-profits.
- Conducted weekly client check-ins to ensure alignment between project goals and company objectives, resulting in a 95% client satisfaction rate.
- Researched problems across 4 products, created design systems and prototypes based on client feedback, improving user engagement by 12–16%.

UX Designer & UI Engineer

MIST, May 2020 – Dec 2020

- Redesigned and implemented educational web app UI using Figma and React, ensuring cohesion and visual appeal.
- Conducted 17 interviews to gain insights into user behavior and needs, guiding a user-centric solution.
- Crafted and delivered a detailed report prioritizing solution ideas based on impact and feasibility, addressing user pain points.

SKILLS

Design Thinking, Design Strategy, Design Systems, User Interface, User Experience, Interaction Design, Wireframing, Rapid Prototyping, Design Systems, Responsive Web Design, A/B Testing, Web Development, Agile Methodologies, Ideation, User testing, Graphic Design, Presentation, Frontend development

TOOLS & LANGUAGES

Figma, Framer, Balsamiq, Whimsical, Adobe Creative Suite, Microsoft Office, Notion, React, HTML, CSS, SCSS, JavaScript, Java, Git, C, Python, Next.js, Svelte, Vercel

EXTRACURRICULAR

Friends of Figma

Community moderator

EDUCATION

Grinnell College

B.A. in Computer Science and Psychology