

# 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