

trang kieu

ui ux developer

kieutrangmb@yahoo.com

(832) 531 - 5702

- highly skilled UX UI Designer with over 4 years of experience and a proven track record of creating visually appealing and user-friendly interfaces. Adept at conducting thorough user research, prototyping, and testing to ensure optimal user experience.
- management experience involving extensive utilization of critical thinking, problem-solving, and quality assurance.
- strong aptitude for personal growth through enhancing and expanding skill set regularly.

portfolio link

<https://jkieuportfolio.com>

key skills

- user-centric design
- visual design
- interaction design
- responsive design
- user research
- user testing/ interview
- prototyping
- time management

tech stacks

- figma, balsamiq, drawio
- netsuite by Oracle
- visual studio code
- jira, confluence, wcag 2.1, wai-aria, primeNG, html, javascript, jQuery, css/scss/sass, bootstrap, foundation.
- adobe suite

education

- 2016 - 2018 *dean list*
houston community college, a. a. s. in digital communications specialized training in web publishing .
- 2012 - 2014 *cum laude*
university of houston, b. b. a. specialized training in finance and marketing.

professional experience

oct 2024 - present

ux engineer consultant - competitive choice, inc.

- **centralized design systems:** spearheaded the development and implementation of a unified design system, resulting in a 30% reduction in design inconsistencies and a streamlined development process.
- **cross-functional collaboration:** collaborated with customer service, sales, and stakeholders to conduct comprehensive user research, leading to a 30% increase in customer engagement.
- **user-centered design:** created detailed user personas and journey maps, aligning design solutions with user needs and business objectives, enhancing user satisfaction.
- **omni-channel strategy:** streamlined marketing channels by implementing an omni-channel approach, ensuring a consistent user experience across various platforms and increasing brand coherence.
- **automation in marketing:** developed and deployed scripts in netsuite by oracle to automate and enhance customer journey and marketing campaigns, improving operational efficiency and user engagement.
- **team development:** led training sessions on ux best practices, enhancing team capabilities and fostering a user-centered design culture.

jan 2021 - oct 2024

lead ux ui designer - birkman international, inc.

contributed to all phases of product development. Led efforts to deliver highly intuitive products.

- implementing large-scale system modernization which impacts 2000+ users and over 6 million entries of dataset.
- showcasing adeptness as a UI leader across more than 4 diverse projects spanning mid to enterprise levels. Adeptly navigating varied user flows, and ensuring tailored access privileges.
- conduct research and deconstruct users' interactions and habits toward existing digital products. Develop persona profiles/stories and testing scenarios together with user interviews/testing.
- create and maintain digital assets, artworks, wire-frames, visual designs & prototypes. Ensuring seamless user experiences and maintaining brand consistency across platforms.
- authoring 2 design systems and web accessibility compliance documentation.
- crafted HTML web pages to showcase product functionalities, meticulously aligning with web accessibility standards outlined by the WCAG to meet Section 508 compliance requirements.
- work with the business to ensure the product development cycle aligns with business goals and visions. Provide strong professional suggestions that work best for products.
- collaborate closely with product managers, R&D team, and engineering team to implement front-end solutions to web development processes.
- front-end developed responsive web applications using html, css, javascript, angular library, ensuring cross-browser compatibility.
- participated in code reviews and maintained high-quality standards.

nov 2018 - dec 2020

marketing manager - competitive choice, inc.

- showcasing adeptness as a product manager & designer across more than 5 diverse projects.
- led the creation of comprehensive wireframes, outlining the structural and functional aspects of UI components to enhance user experience.
- conducted competitor analysis and stayed abreast of industry trends to inform design decisions.
- creating and maintaining company brand guidelines and marketing campaigns through collaboration with interdepartmental colleagues.
- front-end developing online store housing over 70,000 products, ensured responsiveness across devices, resulting in an engaging digital products.