Michelle Nguyen

✉ nguy.michi@gmail.com
🌐 michinguyen.ca
in /michi-nguyen

EDUCATION

BACHELOR OF GLOBAL BUSINESS AND DIGITAL ARTS

University of Waterloo Expected Graduation: 2025

ARTS INTERNATIONAL EXCHANGE STUDENT

City University of Hong Kong September 2022 – December 2022

Relevant Courses: Advanced User Research Experience Design Research, Digital Media Design, Digital Imaging Online Applications, Foundational App Design, Information Design

EXPERIENCE

DESIGN COORDINATOR

January 2024 – Present

TechNova Waterloo, ON

- Designed visually appealing graphics and assets for use across social media, marketing materials, outreach campaigns, and hackathon website
- Promoted products to 300+ attendees through social media and enhanced the team's online presence and engagement through cohesive and attractive design elements
- Collaborated with marketing, finance, and engineering teams to develop a brand identity that conveys organization's mission and values

VISUAL DESIGNER

January 2023 – April 2023

Capstone Project with Rogers 5G Innovation Lab Waterloo, ON

- Designed the visual aspects of the capstone project which include creating a cohesive branding guide, distinctive logo, wireframes, high-fidelity prototypes, and impactful presentation visuals
- Followed the end-to-end design process, from wireframing and prototyping to delivering polished visual designs, ensuring a seamless and aesthetically pleasing user interface
- Assisted in user research and usability testing to refine and optimize design solution

LAYOUT DESIGNER

February 2021 – February 2023

Creators Collective: Edition Waterloo, ON

- Engaged in weekly collaborative brainstorming sessions to assist in the creation of color schemes, typography, and other branding elements to curate content and design layouts
- Adhered to brand and design guidelines, ensuring cohesive, consistent, and visually appealing layouts for both digital and print publications
- Communicated clear design concepts to team while proactively seeking and integrating feedback to improve iterated design

SKILLSET

SOFTWARE

- Figma
- Adobe Creative Suite (PS, AI, InDesign)
- HTML & CSS

INDUSTRY KNOWLEDGE

- Visual Design
- Product Design
- Design Systems
- User Research
- User Experience
- Wireframing
- Prototyping
- Usabililty Testing
- Print Layout
- Web Design
- Product Management

ACHIEVEMENTS

Excellent Academic Standing

2019 – Present

UXL Designathon: Organizer Choice Nominee

2023

MDL Competition: 2nd Place Winner

2023

UW/UX TILE: Honourable Mention

2021