

EDUCATION

San Jose State University
August 2008 – May 2010
Advertising BS; digital media art focus
GPA: 3.82 • Dean Scholar •
Magna Cum Laude

SKILLS/TOOLS

Sketch Illustrator Photoshop
Principle InVision Zeplin
Premiere Pro InDesign Keynote
HTML Logic Studio MS Office
Beginner CSS Beginner After Effects
Micro-interactive animations

MISCELLANEOUS TRIVIA

- Hobbyist photographer — some photos were featured on Unsplash, yielding over 110,000+ downloads
- Travel blogger of navnomadic.com
- Produce songs; jam on piano/guitar
- Will take you on in Super Smash Bros

LET'S GET IN TOUCH

namphuongvan@gmail.com
408.250.6239
San Francisco, CA

namphuongvan.com

EXPERIENCE

SENIOR PRODUCT DESIGNER - GROWTH & REVENUE @ Le Tote
February 2018 – May 2018 • SF, CA

- Increased subscription conversion and decreased quick cancel metrics through fast paced iterative designing, micro-interactive prototyping, and weekly user testing
- Ability to rapidly adjust to change and pivot in product direction
- Mentored junior designers for their personal development in product design thinking and skill set

SENIOR PRODUCT DESIGNER @ Zipongo
September 2015 – November 2017 • SF, CA

- Improved monthly user engagement by 50% on MyCafe product by constantly designing and testing new features
- Advocated for change of typeface and new web style guide
- Held illustration workshop for team members
- Collaborated closely with design team on a daily basis for optimal consistency across all product and platforms

VISUAL DESIGNER @ Switch Communications (Dialpad)
November 2014 – September 2015 • SF, CA

- Improved engineers' development time by creating a universal website style guide
- Ideated and produce collateral for marketing team
- Helped sales team win clients/partners such as Google and Weebly by prototyping their vision with quick turnaround

FREELANCE DESIGNER
October 2013 – present

- Clients/Projects: Dropbox, Wefunder, Olapic, Angry Little Dog, Noise, Shape Security, Chase, TRESemmé, Intel

VISUAL DESIGNER @ Adobe
May 2013 – October 2013 • SF, CA

- Created the mobile/tablet onboarding experience when you first launch the Photoshop Express app
- Synced branding guideline for multiple Adobe consumer products
- Products involved with: Revel, Photoshop Express, Lightroom 5, Elements 12, GroupPix, VideoBite

VISUAL DESIGNER @ Curse (Acquired by Twitch)
September 2011 – April 2013 • SF, CA

- Main designer for sales advertising campaigns
- Increased sales/design team productivity and environmental friendliness with initiative of a web form
- Created faster work flow and design process by implementing use of CloudApp
- Designed Curse property logos, icons, and other custom graphics across the site