

# Lillian Nguyen

Product designer with 5+ years of experience driving significant user and business outcomes in B2B SaaS products, ranging from safety and geospatial data platforms to marketing tools.

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[lillianqn.com](https://lillianqn.com)

## EXPERIENCE

### **RapidSOS** — *Product Designer II*

AUGUST 2023 – PRESENT, New York City NY (Remote)

*Emergency response platform linking data to 911 and first responders*

- Led 0-1 ideation, concept exploration, and end-to-end design for private enterprise security platform that significantly improved emergency detection time (8-10 minutes faster than leading competitor)
- Increased digital alerts feature usage and expanded population coverage (+11.13%) by identifying and designing a solution for a critical gap in alerts workflows in 911 centers
- Increased the design team's operational efficiency by initiating new ticketing standards and championed design thinking exercises for cross-functional partners

### **Blackbaud** — *UX Designer*

MAY 2021 – MARCH 2023, Charleston SC (Remote)

*Enterprise marketing and fundraising software for nonprofits*

- Increased enterprise email tool's adoption rate (+14%) and ease of use rating (+33%) by leading major redesign of UI and workflow
- Executed and led design strategy for successful integration of mobile app acquisition into fundraising platform (\$8B+ in transactions processed annually)

### **Generate Good** — *Product Designer & Co-Founder*

APRIL 2020 – NOV 2021, San Diego CA

*Online volunteering platform*

- Founding designer of platform that engaged 800+ families and generated 7000+ volunteering hours

### **SONY x UCSD Design Lab** — *UX Design Intern*

OCT 2020 – DEC 2020, La Jolla CA

### **Dexcom x UCSD Design Lab** — *UX Research Intern*

APRIL 2020 – JUNE 2020, La Jolla CA

## PORTFOLIO

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## EDUCATION

### **B.S. in Human-Computer Interaction**

University of California,  
San Diego – 2020

## SKILLS

Figma, Sketch, Axure,  
Invision, Adobe CC

HTML, CSS, Javascript,  
Python

Design Strategy,  
Stakeholder Management,  
Design Systems,  
User-centered Design,  
Product Thinking, Usability  
Testing, Information  
Architecture, Wireframing,  
Interactive Prototyping,  
A/B Testing, Heuristic  
Evaluation, Design  
Systems, Visual Design,  
Illustration, Data  
Visualization