✳ Lillian Nguyen

lillianqnguyen@gmail.com
lillianqn.com
(949) 292-5805

Product designer experienced in building and shipping enterprise B2B SaaS product experiences.

EXPERIENCE

Blackbaud — *UX Designer*

MAY 2021 – MARCH 2023, 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 integration of mobile app acquisition into peer-to-peer platform processing over $8B in transactions annually
- Provided key insights to align cross-functional partners by planning and facilitating 5+ rounds of user research and usability testing experiments
- Worked closely with engineering teams to ensure high standards of product usability

Generate Good — *Product Designer & Co-Founder*

APRIL 2020 – NOV 2021, Remote

Online volunteering platform

- Led an Agile cross-functional team to design a web platform helping people impacted by the pandemic
- Built and managed design system library

SONY x UCSD Design Lab — *UX Designer*

OCT 2020 – DEC 2020, La Jolla CA

Researching ways society can stay connected remotely.

- Collaborated with Sony's Human Factors team to research, design, and pitch product concept

Dexcom x UCSD Design Lab — *UX Researcher*

APRIL 2020 – JUNE 2020, La Jolla CA

App for T1 diabetes patients

- 80% positive feedback from key user demographics and stakeholders during usability testing of concept prototype

EDUCATION

University of California, San Diego

December 2020

B.S. Human-Computer Interaction (Cognitive Science)

Cum Laude (3.78 GPA)

SKILLS

Figma, Sketch, Axure, Invision, Miro, Adobe CC, HTML, CSS, Javascript, Python

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

AWARDS

2020 Design For San Diego (D4SD): Most Compelling Storytelling