

# KAYLA NGUYEN

kayla-nguyen.com

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UX designer with an M.S. in HCI, skilled in end-to-end digital design. Multi-disciplinary and detail-oriented, I am a strong collaborator who builds high-quality digital products.

## EDUCATION

University of California, Irvine • 2024–2025

M.S. in Human-Computer Interaction Design

University of California, Santa Cruz • 2019–2023

B.S. in Cognitive Science, Concentration in Human-Computer Interaction

GPA: 3.87, graduated with Honors in the Major & Cum Laude

## UX ROLES

### Junior UX Designer

August 2023 – September 2024

[Kevcomp Inc.](#) • Long Beach, CA

- Collaborated with engineers to iterate design decisions with technical constraints, accelerating development timelines
- Iterated designs of user flows and wireframes, refining information architecture to deliver a more intuitive homepage experience
- Organized visual assets for website (client company logos, banner images) to refine client portfolio on the website

### UX Assistant

June 2022 – June 2023

[Information Technology Services](#) • [University of California, Santa Cruz](#)

- Co-developed design system components, improving accessibility and ensuring consistency across website
- Conducted user research and assisted in research pools for campus-wide experience of technology services, allowing ITS to have a stronger understanding campus' needs in technology services
- Partnered with team members to develop research pool incentives and organize user surveys on campus

### UX Recruitment Lead

Feb 2021 – June 2023

[Creative Tech Design](#) • [University of California, Santa Cruz](#)

- Instructed 20+ interns through weekly workshops and case studies related to UX/UI design practices with 8 individuals placed in board member positions
- Mentored 8 interns who were beginners to Figma to successfully build a clickable prototype within a span of 10 weeks
- Hosted workshops teaching UX design fundamentals with 50+ attendees
- Customized organization's brand identity and design system for marketing strategies through design system improvements and graphics for various platforms (Instagram, Facebook, and website)

## UX PROJECTS

### MHCID Capstone Project

March 2025 – September 2025

[AI Start-Up set to launch in 2026](#) • [University of California, Irvine](#)

A mobile application was designed featuring three core features (community hub, bumping, and user feedback loop) to explore how best to create a digital space that builds meaningful community connections. Insights from user interviews and a co-creation workshop informed the final designs, with qualitative data highlighting: the want of strengthening identity and inclusion, trust of others, authentic dialogue, and the ability to make online interactions in-person.

- **Tools:** User Interviews, Maze, Figma, Google Suite, Asana
- **Artifacts:** User flows, wireframes, design system, lo-fi prototypes, mid-fi prototypes, literature review, competitive analysis

#### Impact:

- Concept tested and validated differentiator features on social media app with users (e.g. activity radar, question of the day, community quest, bumping, user feedback loop)
- Constructed design system utilizing existing app mock ups, establishing consistency and stronger brand identity for partner
- Designed and iteratively prototyped core app features, conducting multiple rounds of user testing to validate interface concepts

## Role

- Led in-person co-creation workshop in Los Angeles to gain user insights for design scope
- Facilitated qualitative user interviews and prototyped concept usability tests
- Served as point of contact between the team, faculty, and project partners to coordinate meetings, share files, and handle questions through Slack and email

## iMessage 'User Experience and Evaluation' Course Project

January 2025 – March 2025

MHCID • University of California, Irvine

A redesign of the iMessage application featuring a message filters tab, in-chat search for individual contacts, and saving messages to the media library. Findings from our benchmark test informed our final designs, which resulted in a 14% increase in task success in locating past messages.

- **Tools used:** UserTesting, Optimal Workshop, Figma, Google Suite, Mural
- **Artifacts created:** User flows, wireframes, design system, mid-fi prototypes, high-fi prototypes, heuristic review, competitive analysis

## Impact:

- Prototyped a redesign of iMessage through implementing inbox message filters, in-chat search, and saving messages that resulted in a 10% decrease in misclicks when retrieving past messages

## Role

- Assisted with prototyping for iMessage redesign, contributed to storytelling and narrative-building for presentation deliverables
- Conducted user research via card sort, qualitative, quantitative, and A/B usability tests
- Oversaw team's three-month project timeline and managed task backlog to keep deliverables on track

## OTHER DESIGN WORK

### Graphic Design/Website Management Chair

June 2022 – June 2023

BayTree Campus Store • University of California, Santa Cruz

- Designed digital marketing materials for website, social media (Instagram, Facebook) to improve store's online presence
- Liaised with web developer on product photo updates, manage website product content of online store utilizing Oracle Netsuite
- Improved store branding by establishing design system and marketing goals

### Graphic Design Intern

July 2021 – August 2021

Ditron Dental USA • Ladera Ranch, CA

- Managed marketing team of 3 on advertising trajectory and social media design concept
- Designed Instagram, Facebook, Twitter, and LinkedIn posts to market products and research
- Coordinated with Vice President of Marketing to grow social media engagement by 30% and managed growth analytics

## SKILLS

### Design / Prototyping

Interaction Design, Iterative Prototyping, Wireframing, Visual/UI Design, Product Design, Design System Building, Information Architecture, Accessibility (WCAG), Component Libraries, User Flows & Task Flows, User Experience Design, Responsive Design

### Research

User Research, Usability Testing, Card Sorting, A/B Testing, Heuristic Evaluation, Competitive Analysis, Affinity Mapping, Thematic Analysis

### Collaboration

Stakeholder Alignment, Design Critique, Workshop Facilitation, Cross-functional Collaboration, Project Timelining, Task Backlogging, Design Hand-off

## TOOLS

Figma, Optimal Workshop, UserTesting, User Interviews, Maze, Google Suite, Adobe Creative Cloud, Microsoft Office, Asana, Miro, Mailchimp, Procreate, Python