

Kayla Nguyen

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UX Designer

Detail-oriented UX Designer with expertise in end-to-end product design and foundations in HCI and Cognitive Science, creating intuitive digital experiences informed by human behavior and usability principles. Skilled in solving complex problems through thoughtful interaction design and strategic thinking that accomplish usability and business objectives. Collaborates effectively with cross-functional teams to translate user needs, stakeholder goals, and technical constraints into impactful product solutions.

SKILLS

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

UX Research: Usability testing, User interviews, Surveys, Card sorting, A/B testing, Heuristic evaluation, Competitive analysis, Affinity mapping, Thematic analysis

Management: Workshop facilitation, Task baglogging, Project timelining, Curriculum building

EXPERIENCE

UX Designer + Marketing Consultant

Remote | May 2026 - Present

Osteopathic Medical Clinic, California

- Pilot end-to-end digital design and marketing initiatives for an osteopathic medical clinic, enhancing patient engagement and strengthening clinic's brand presence within the local community (digital advertisements, email communications, and social media initiatives)
- Conduct competitive research and analyze patient needs to inform branding, visual identity, service promotion, and digital experience improvements
- Maintain cohesive branding across digital and physical platforms by establishing a design system the clinic website and social media

UX Designer Consultant + MHCID Master's Student

Remote | March 2024 - Sept 2025

Capstone Project partnership with AI start-up, California

- Facilitated an in-person co-creation workshop in Los Angeles with 12 participants to understand user needs and collaborate on solutions to gaps in social media app space to foster meaningful connections online
- Conducted 3 rounds of user testing and concept testing, validating differentiator features on social media app and gain insights on how to optimize app's information architecture
- Designed and iterated on core product features through clickable prototypes, delivering development-ready designs that accelerated the client's MVP launch

UX Designer Consultant + MHCID Master's Student

Remote | Jan 2025 - March 2025

iMessage UX Evaluation and Redesign Project

- Prototyped a redesign of iMessage that resulted in an 80% reduction in steps-to-completion on task and 14% increase in task success when locating past messages through implementing inbox message filters, in-chat search, and saving messages, aligning with Apple's updates to iMessage in 2026
- Conducted 2 rounds of qualitative and quantitative user research via card sort, A/B usability tests and user interviews that identified key pain points that users are bombarded with messages and have difficulty locating past messages
- Managed team's three-month project timeline and maintained task backlog to keep deliverables on track where additional validation testing was possible due to successful project timeline management

Junior UX Designer

Long Beach, CA | Aug. 2023 - Sept. 2024

Kevcomp Inc.

- Collaborated cross-functionally with engineers to refine design decisions around technical feasibility, enabling faster product implementation within 5 month timeline
- Refined information architecture through iterative wireframing, improving homepage navigation clarity, reducing UX friction
- Piloted a competitive analysis of 10 competitor websites to identify industry best practices, informing a redesign of Kevcomp's branding, information architecture, and visual design

UX Assistant

Santa Cruz, CA | June 2022 - June 2023

UCSC Information Technology Services Department

- Designed 50 total button components for clarifying pre-existing design system by ensuring 6 button states met WCAG standards on contrast ensuring improved accessibility and consistency across website
- Developed 20+ research questions for campus-wide IT user experience survey using Likert scale, open-ended, and yes/no binary questions, combining qualitative and quantitative insights to maximize perspectives of understanding
- Generated 1,000+ total survey responses which uncovered key pain points, namely delayed response time from support technicians and poor advertisement of ITS' offered services

UX Recruitment Lead

Santa Cruz, CA | Feb 2021 - June 2023

UCSC Creative Tech Design

- Instructed 20+ interns through weekly workshops and case studies related to UX/UI design practices with 8 individuals earning placement in executive board member positions
- Mentored 8 Figma beginners to successfully build a clickable prototype by constructing teaching curriculum and 10 week design sprint timeline, resulting in applicable technical UX design and prototyping skills
- Led UX design workshops for 50+ students by creating educational content and hands-on activities, increasing engagement with UX learning across internal and external student communities

EDUCATION

University of California, Irvine | M.S. in Human-Computer Interaction Design 2024 - 2025

University of California, Santa Cruz | B.S. in Cognitive Science, Concentration in HCI 2019 - 2023

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