

Thanh Nguyen

UX/UI Designer

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EXPERIENCE

UI/UX Designer (Contract) | Sustainable Trades (B2B E-Commerce)

Sept 2024 - Jan 2025 | Remote

- Develop an admin dashboard for a B2B e-commerce platform that streamlines the store listing approval process by showcasing essential information, such as detailed descriptions, product photos, and messages
- Implement a dropdown menu with filter and sorting options for store listings to expedite decision-making and enhance organization for admin users
- Refine the shop creation process by revising copy for clarity and improving user flow, thereby easing navigation and reducing cognitive load for new users
- Audit and update the UI to resolve spacing inconsistencies, ensuring alignment with the style guide and maintaining uniformity
- Apply accessibility best practices, including color contrast, readability, button sizing, and an 8px grid system, while optimizing responsiveness for usability across devices
- Partner with clients and stakeholders in an agile design process to refine dashboard designs, ensuring alignment with business objectives and quick adaptation to feedback

UI/UX Designer (Contract) | Liberation, the Bodega (D2C E-Commerce)

July 2024 - Sept 2024 | Remote

- Launch a Shopify e-commerce website from scratch for a client in the chef and catering industry, transitioning them from Instagram to a dedicated platform to enhance ordering and delivery efficiencies
- Conduct competitor research to inform the design of an intuitive navigation bar, footer, and product cards, ensuring clear content organization and highlighting key details, thus increasing user engagement and ease of ordering
- Introduce a category listing feature to showcase popular meal selections, enhancing product visibility and reducing decision fatigue, resulting in higher conversion rates for customers to make purchases
- Implement auto-layout components to ensure the platform is fully responsive across desktop, tablet, and mobile screens, delivering a consistent user experience
- Contribute to agile sprints, delivering key features like product listings and categories on time to meet project milestones
- Collaborate closely with developers throughout the entire process, providing well-organized handoff files, ensuring smooth implementation and compliance to accessibility and design standards

Lead Business Recruiter | Rippling (B2B SaaS - Series F - \$13.5B val)

Jan 2022 - Present | New York

- Fill 300+ roles across Customer Support, Customer Success, Account Management, Sales, Finance, Business Operations, Legal, and HR, consistently exceeding KPI of five hires/month with an 88% offer acceptance rate
- Led the expansion of the Sales team in Ireland, hiring a Senior Manager and three language experts for foundational SDR roles while working from the Dublin office for one month
- Establish and implement recruiting processes to hire foundational team members for customer support teams in Canada, UK, Dublin, London, Paris, and Australia, to ensure a consistent candidate experience and support international expansion efforts

Senior Recruiter | Curology (D2C - Series D - \$3.5B val)

Nov 2018 - Jan 2022 | San Francisco

- Serve as Senior Recruiter after being promoted 3x over three years from Coordinator to Sourcer to Recruiter
- Recruit for People & Culture, Legal, Finance & BizOps, Accounting, Supply Chain, Product Marketing Development, Data Science, Copywriting, and Product Design, managing an average of 10+ unique requisitions
- Design interviewing training, feedback process, and Notion page to drive consistency and decisiveness across hiring

EDUCATION

University of California, Irvine - B.A. Psychology & Social Behavior + B.A. Criminology Law

TOOLS

Figma, Adobe Suite, InDesign, Monday.com, Asana, Notion, Confluence, Slack, Google Suite, Stripo, Workday, Lattice