

LINH (Su) PROTSEL

San Francisco Bay Area

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UX/UI DESIGNER

SKILLS

- USER EXPERIENCE DESIGN
- PERSONAS
- USER FLOWS
- WIREFRAMES
- DESIGN TOOLS (Sketch, Figma, Adobe XD)
- USER RESEARCH
- INFORMATION ARCHITECTURE
- COMPETITIVE ANALYSIS
- DESIGN THINKING
- LOW - HIGH FIDELITY PROTOTYPE

PROFESSIONAL EXPERIENCE

THE GOOD, Remote/Portland, OR
UX Designer (Contract)

August 2021 to Present

- **Collaborating** with UX Researchers and Optimization Strategists to improve web experiences for B2B and service-based businesses.
- **Reviewing** UX research and **understanding** key goals to create various concepts/mock-ups that address the goals outlined by the strategy team.
- **Addressing** usability testing and client feedback in a timely manner and updating wireframes accordingly.

AGENCY UX, Remote/San Francisco, CA
UX Designer

August 2021 to December 2021

- **Evaluating** competitive analysis work and organizing virtual whiteboards and documents.
- **Assembling** mobile app and internet research for e-commerce patterns and best practices.
- **Screening** and **scheduling** potential candidates for usability testing.
- **Creating** clickable wireframes and prototypes to communicate, translate and validate design decisions.

FEMMECUBATOR, Remote/Brooklyn, NY
UX Designer (Contract)

March 2021 to May 2021

- **Gathered, evaluated, and conducted** user interviews and competitor analysis of non-profits and stakeholders helping BIPOC women transitioning into tech.
- **Created** wireframes, storyboards and user journeys to effectively communicate interaction and design strategy.
- **Launched** a toolkit that enhances client to stakeholder partnerships and promotes collaborative tech experiences for the end user.

- **Collaborated** with a cross-functional team of designers and engineers.
 - **Conducted** competitive gap analysis to gain insight into the meeting management market and Slack API product features.
 - **Created** clickable mockups and prototypes to communicate, translate and validate design decisions.
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ADDITIONAL RELEVANT EXPERIENCE

Melé/Design for America, (Mobile Application) – *Design Lead*

- **Managed** the brainstorming, research, ideating, and prototyping of an e-commerce application promoting melanin-rich skincare.
- **Developed** stakeholder partnership strategies to ensure successful project deliveries.
- **Communicated** progress and roadblocks to team and stakeholders, and made recommendations to remove roadblocks leading to on-time delivery of project.

Carnation, (Web Application) – *UX Designer*

- **Participated** in the Bay Area's largest hackathon for women and non-binary individuals where my project placed 2nd overall.
- **Managed** the brainstorming, research, ideating, and prototyping of an app supporting new mothers.
- **Executed** wireframes at low-medium fidelity levels and conducted usability testing.
- **Iterated** and **produced** a figma prototype ready for development, ensuring that the developers were aware of the edge cases, various states and were provided all of the information needed to create the product.

St. Mark's Preschool, (Website Content) – *Information Architect*

- **Identified** key areas of enhancement and improvement in structure of the website.
- **Conducted** a card sort in order to understand how users consume, label, and categorize various bits of data.
- **Developed** a site map displaying the main navigation and each page that followed within the website infrastructure, navigating the school in the right direction towards a full revamp.

PROFESSIONAL DEVELOPMENT

UX Design Track, Interaction Design Foundation, September 2020

Femmecubator, Spring 2021 Cohort, Women Excel Labs

Women Talk Design, January 2022 Cohort

EDUCATION

Bachelor of Arts (BA), Psychology, University of California, Santa Cruz
Minor in History of Art and Visual Culture