ANNA NGUYEN

anna.nguyen42@gmail.com
www.annanguyen.design

RELEVANT EXPERIENCE

Mar 2023
Present
New York

Lead User Experience Designer, IBM CIO Design

— **Design Standard** » Created standard for chatbots in Slack and designed the conversations to answer commonly asked IT questions. Led to decrease in tickets and less wait time for support

— **Design Strategy** » Oversee the user experience design strategy for an internal metrics dashboard. The dashboard encourages internal teams to improve their product and UX scores and promotes collecting user feedback

— **Research Advocacy** » Guide internal teams on how to collect long-term feedback and metrics by establishing appropriate feedback mechanism and research methodologies

Jun 2018
Mar 2023
New York

User Experience Designer, IBM CIO Design

The CIO Design team works on improving the experiences of tools and services for IBMers

— **UX Design** » Designed and created the pilot for the migration of IBMers to new email client. Reduced the productivity down time for users through education and timely communications

— **Redesign** » Updated sales plan tool for sellers. Increased seller's comprehension of their compensation, sales quota, and incentives

Aug 2016
Jun 2018
New York

User Experience Designer, IBM Watson & Cloud Platform

The Journey System team work on improving the experiences of the user and employee by designing, aligning, and optimizing IBM's operations to better support customer journeys

— **Design Advocacy** » Created a program for product teams who don't have designers where they can evaluate their digital experience. This led to more consistency between products on IBM.com. This is now a formal program embedded in IBM Design Thinking

— **Service Design** » Mapped developer experience and created service blueprint for Bluemix (Cloud platform) with research and created consensus across product teams

Sept - Dec
2014
Waterloo

Design Insights Associate, Blackberry

The Insights Team is responsible for usability, field and trends research

— **Primary Research** » Led study with external users to benchmark user experiences of camera phones against Blackberry lens, optimized sharing photos experience from feedback

— **Hardware Ergonomics** » Assisted software and hardware engineers to test and calibrate BlackBerry Classic's trackpad, which led to a significant increase in beta satisfaction scores

EDUCATION

Jan 2011
Apr 2016
Waterloo

Bachelor of Arts, Honours, Co-op

Honours Psychology, Cognitive & Computer Science Minor

University of Waterloo, Waterloo, ON Canada