

AARON NGUYEN

Grand Rapids, MI | (616) 570-2992 | nguyen21aaron@gmail.com | [linkedin.com/in/aaron-nguyen](https://www.linkedin.com/in/aaron-nguyen) | aaronnguyenux.com

UX/UI Designer and Researcher with a background in service design, customer-facing operations, and user research. Skilled at identifying friction points through direct observation and feedback, then translating findings into wireframes, prototypes, and measurable service improvements. Seeking an entry-level UX/UI design or research role.

EDUCATION

Michigan State University *East Lansing, MI*

May 2026

Bachelor of Arts in Information Science — Focus: User Experience Design & User Research

WORK EXPERIENCE

Jackson National Life Insurance *Lansing, MI*

Oct 2024 – May 2026

- Reviewed recurring customer inquiries across multiple support channels to identify underlying pain points, feeding findings into process and workflow improvements.
- Partnered with cross-functional teams to resolve escalated requests and streamline internal workflows, reducing handoff delays between departments.
- Maintained accuracy of customer and operational data across multiple internal systems, supporting reliable reporting and decision-making.

Jade Tea *Grand Rapids, MI*

Aug 2023 – Present

- Collected customer feedback and observed in-store purchasing behavior to inform menu, recipe, and service decisions.
- Redesigned store layout and visual merchandising based on observed customer flow, reducing bottlenecks during peak hours.
- Trained and led a shift team of baristas, resolving service issues in real time and maintaining consistent customer experience.

Ascendant Lion Dance *Grand Rapids, MI*

Jan 2024 – Present

- Coordinate logistics and performance experiences for university, festival, wedding, and cultural-organization clients.
- Adapt performance format and audience experience based on venue constraints, audience demographics, and organizer goals.
- Collaborate with a performance team to plan and execute events, balancing creative vision with client requirements.

UX/UI PROJECTS

TempoMate | *UX Design & Research — Human-Robot Interaction*

- Designed an interactive metronome concept aimed at reducing cognitive load during musical practice.
- Ran usability testing sessions with 6 target users to evaluate interaction clarity and timing feedback, surfacing 3 recurring points of confusion in the initial interface.
- Synthesized findings into design changes — simplifying visual cues and timing indicators — and validated the revised prototype in a follow-up round of testing.

SpartCart | *UX Design — Team of 5, Figma*

- Collaborated with a team of 5 to design SpartCart, a campus transit safety concept addressing pedestrian risk at high-traffic MSU crosswalks.
- Built and tested a Wizard-of-Oz paper prototype to validate the core safety concept before moving to high-fidelity design.
- Designed the final Figma app experience — home map, station list, reservations, and real-time ETA — from early concept sketches.

GuessThat-Mon | *UX/UI Design & Front-End Development — React, Vite*

- Designed and built an interactive Pokémon guessing game with Play and Collection experiences, using React, Vite, and external APIs.
- Defined user flows and reward mechanics to support engagement, iterating on interface components based on informal user feedback.

StayGreen MSU | *UX Design & Research — Figma*

- Conducted a competitive analysis of MyFitnessPal, Strong, and Fitbit to inform the design of an AI-personalized wellness app for MSU students.
- Sketched and tested low-fidelity prototypes for six core screens, then translated findings into a mid/high-fidelity Figma prototype.
- Produced a persona-driven video walkthrough to communicate the design concept and user flow.

SKILLS

UX Research: User Interviews, Usability Testing, Surveys (Qualtrics), User Observation, Research Synthesis, Affinity Mapping, Competitive Analysis, User Personas, Journey Mapping, Heuristic Evaluation

Design: Figma, Adobe XD, Wireframing, Prototyping, User Flows, Interaction Design, Miro, Jotform

Technical: HTML5, CSS, JavaScript, Python, Git, GitHub, GitLab, Netlify

Creative: Adobe After Effects, Illustrator, Canva, CapCut, Sony Vegas

Languages: English, Vietnamese, Spanish