Ann Dinh

UX Designer

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Passionate UX Designer with a foundation in Social Media Management and a dedication to creating meaningful user experiences. Eager to contribute compassionate and efficient design solutions that positively impact users and reflect a commitment to continuous personal and professional growth.

Skills

Professional Skills
Copywriting | Empathy | Problem-Solving | Collaborative | Time management | Conflict Resolution | Multi-Lingual

Technical Skills
UX Design | Adobe Photoshop | UI Design | Project Management | User Research | Adobe Illustrator | HTML/CSS | Java | Python | Figma | Miro | Adobe CS | Prototyping | Wireframing | Data Analyst

Experience

Freelance UX Designer   *2021 - Present*

- Design diverse prototypes and wireframes, including an AI-integrated scheduling web and mobile app.
- Conduct user research and testing to create a comprehensive design.
- Demonstrate efficient time management skills to consistently meet tight project deadlines, ensuring the timely completion of projects.
- Use data collected from user research, user testing and market evaluation to guide my design decisions.
- Write compelling copies for clients while adhering to individual brand standards and tone.
- Create and present user design process in front of stakeholders.

Social Media Manager, AIM Social Media Marketing   *2021 - 2022*

- Increased SEO ranking of a client's webpage within two month.
- Designed high-quality work that met client demands and exceeded expectations.
- Curated holistic content across various social platforms, such as Instagram, Facebook, LinkedIn, Twitter, and Pinterest, tailoring each piece to adhere to distinct branding for B2B and B2C clients.
- Collaborated closely with the marketing team to iteratively develop and enhance strategic social media calendars, aligning content with overarching business goals.

Senior Social Media Data Analyst, Genpact   *2018 - 2021*

- Received the Integrity Award for consistent high performance.
- Attained Top 40 Agent award for H1 2019 and achieved Top 25 Agent recognition for the full year.
- Optimized user experiences through user behavior analysis and engagement strategies.
- Gathered, analyzed and leverage relevant data on industry trends, benchmarks, and user preferences to enhance UX design.
- Collaborated closely with cross-functional teams to translate data insights into actionable design recommendations that prioritized user needs and preferences.
- Identified and resolved user experience challenges, utilizing data-driven insights to enhance platform usability and engagement.

Education

University of Texas at Austin   *2023*
- UX /UI Design Certificate

University of Texas at Dallas   *2017*
- Bachelor of Science in Mathematics