

# An Nguyen

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I am a systems thinker who turns ambiguity into phased, shippable enterprise experiences. I have a deep empathy and passion to support accessibility cross-functionally in design, product, and engineering. And by crafting intuitive and friendly designs, I have a proven track record of retaining key client accounts, raising NPS from 54 to 63, increasing site engagement by +8% CTR, and generating ~\$200K/week cash revenue.

## Work Experience

### Medallia 2017 - present

Lead Product Designer, May 2022 - present  
Senior Product Designer, May 2019 - May 2022  
Product Designer, October 2017 - May 2019

- **Drove innovation & delivery:** Led a cross-functional redesign to a responsive web platform, sliced into phased launches; shipped on deadline with WCAG 2.1 SC 1.4.10 (Reflow) conformance, retaining a major client.
- **Operationalized accessibility at scale:** Standardized design reviews to account for personas with varied abilities and assistive tech (keyboard-only, screen readers); partnered with Engineering to centralize client accessibility requests and accelerate fulfillment.
- **Built organization capability & mentored:** Ran company-wide enablement with Deque (two trainings + CEO-endorsed town hall with live screen-reader demo; ~395 attendees); created a 60-min onboarding course for Product Design published on the LMS.
- **Influenced roadmap & resources:** Secured executive approval for a full-time Accessibility Program Manager and championed user-centric priorities in planning with Product and Engineering.

### Inflection 2014 - 2017

Product Designer, May 2015 - October 2017  
Product Design Intern, May 2014 - August 2014

- **Relaunched Identity.com:** redesigned the marketing site, authored a new style guide, and expanded a cross-channel component library used across web, print, and events.
- **Improved GoodHire workflows:** partnered with PM, Eng, Legal, and Policy to streamline key flows, raising NPS 54 to 63 in 12 months and contributing to ~\$200K weekly cash revenue.
- **Growth experiments:** designed and shipped multivariate homepage tests for PeopleSmart, lifting engagement/CTR 8%; co-authored Google Ads copy with Marketing Analytics, projected \$250K in sales.

### Stanford University 2014 - 2017

Teaching Assistant for 4 terms; averaging 70 students per term

- **"The Creative Entrepreneur: Innovation Through Design Thinking":** Prepared materials/LMS content, partnered with instructors Christina Wodtke, Laura Klein, David Sifry, facilitated small-group discussions, and coached working professionals to apply user research to product decisions.

## Skills and Software

Figma, Sketch, InVision, VoiceOver (MacOS screen reader), Accessibility Annotation

## Awards and Honor

**Design Signals Challenge Team Winner** awarded by Medallia Product Organization  
**AABY Award: Above and Beyond Award** nominated and voted by Medallia Product Design Team

## Education

**California College of the Arts** BFA in Graphic Design with Distinction  
**University of California, Berkeley** BA in Sociology, minor in Art History

