



# Alexandra Tolmacheva Nguyen

## Visual/UI Designer

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## Summary

I'm Visual/UI Designer with a focus on digital products and services. For the last 4 years I've worked with biotech companies in San Diego, CA. I've designed user interfaces for e-commerce websites such as WuXi Apptec, Abgent, WuxiBiosciences. As a visual designer, I create visually appealing websites/applications with user-friendly interfaces that engage customers and meet business goal. I'm involved in whole process of visual design: logo design and style guide, sketch, wire framing, mockups, and prototyping for iterative usability testing.

## Experience

Abgent

### Visual Designer

2013-current | San Diego, CA

- UI and Visual design for Abgent, WuXi Apptec website, WuXi Biosciences global website, "MegaPoints" reward program
- User research, interactive design (low and high-fidelity wireframes), visual design (logo and style guide, web page mockups, prototype and graphic assets (icons, images))
- Print and web design (brochures, catalogs, flyers, posters, business collateral, web banners, email blast HTML/CSS coding)
- Marketing: manage ExactTarget account - add/manage users, update leads database; create/send email campaigns and provide metrics

Blue Petyl

### Graphic Designer

2010-2013 | San Diego, CA

- Designed variety of graphic products including logo, business card, banners and magazine ads
- Prepared design files for 10 vendors, printers and web producers, resulting in 50% product sales increase

Expert Service Solutions, Inc.

### Graphic Designer

2006-2010 | San Diego, CA

- Designed and created logo, business card, flyers, posters, trades show banners/displays per client request
- Successfully completed client projects, provided proposal layout and design under extremely tight deadlines

Russia Postal Service Corporate Office

### Print Designer

2004-2010 | Russia

- Designed and arranged layout of weekly newspaper based on client's requirements, created annual report, quarterly brochures using corporate logo and identity materials. Designed outdoor /indoor vinyl graphics solutions for post office branches.
- Worked on the projects of advertising campaigns under the direction of senior graphic designer, independently and occasionally run various projects as team lead.

## Education

School of Art and Design

B.A in Fine Art and Design

Russia | 1992-1996

Mari State University

B.E.D in History

Russia | 1998-2003

## Training

Designer Track UX/UI and front-end development

Bloc.io - Immersive Online Coding

Bootcamp | 2015-2016

Mobile UI Design

Eclasses.org | 2013-2013

Web Technology Certificate (HTML/CSS)

Eclasses.org | 2012-2013

## Skills

Mobile design, responsive design

Research: survey, writing user personas, SWOT analysis, usability testing

Interaction Design: user stories, user flow, site map, low and high fidelity wireframes

Visual Design: logo and style design, mockups, interactive prototype

## Tools

Balsamiq, Axure, UXpin, Draw.io, Sketch, Photoshop, Illustrator, InDesign, Invision, Peek, Dreamweaver, HTML5, CSS3, Bootstrap, Git