



Vy Vu

/vee/

I am a visual and experience designer who strives to create intuitive, honest, and meaningful experiences.

VY-VU.COM — VYVUART@GMAIL.COM — she/her

EDUCATION

University of Maryland,
Baltimore County

Bachelor of Arts -
Graphic Design

Class of 2012
Cum Laude

CERTIFICATION

LUMA Certified Practitioner
of Human-Centered Design

Feb 2019

TOOLS

Sketch

InVision

Illustrator

InDesign

Photoshop

XD

AfterEffects

Animate CC

Figma

SKILLS

Data visualization

UI/UX

Motion

Graphic design

User research

Storytelling

Prototyping

Wireframing

EXPERIENCE

Senior Product Designer

Fannie Mae | 2018 – Present

- Collaborated with designers and design strategists to create a seamless real estate web experience for buyers to search and make offers on homes.
- Produced numerous qualitative and quantitative data reports to support user research findings for our business partners and external customers.
- Supported the Data Visualization Community of Practice through educating peers on qualitative data and how to illustrate data in their daily projects.
- Contributed to our team's design systems by illustrating and creating guidelines around iconography, scene illustrations, and data visualization.
- Curated visuals and designed report for a company-wide exhibition around a housing industry topic.

Digital Designer

Total Wine & More Corporate | 2016 – 2018

- Learned a design program to create HTML5 retargeting banner ads to increase consumer web traffic.
- Designed monthly campaign web assets for the retailer's website to improve the customer's experience.
- Illustrated gift card designs for purchase in-store and online.
- Animated social media motion graphics to advertise and promote new products.
- Produced several data-orientated print designs to educate customers.

UI/UX and Data Visualization Designer

Boost Labs | 2013 – 2016

- Worked on development of website refresh for the company to improve viewer retention and traffic to the site.
- Animated an informational motion graphic for government client to educate viewers.
- Produced a web portal for a large financial firm to store fund information, media, and quarterly reports.
- Collaborated in designing a data visualization dashboard for an automotive pricing and information client to use across multiple offices.
- Designed multiple infographics, reports, and presentations using client's design systems.
- Mentored junior designers on best design practices in typography and UI to ensure that everything was in compliance with company's high standards.