STEVE NGUYEN

Web Design/Developer/Operations

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PROFESSIONAL SUMMARY -

Accomplished Director of Marketing Operations with proven success positioning and scaling companies in emerging categories resulting in improved financial performance and multiple VC/PE/founder exits. Three successful exits to pubic companies (BT, Google, Wipro).

AREAS OF EXPERTISE -

- User-friendly website design and development
- Innovative design concepts and UI/UX strategies
- Responsive, scalable, and maintainable web applications
- Performance, speed, and SEO optimization
- Full development cycle management from conception to deployment
- Responsive design and mobile-first development

- Branding strategies for cohesive user experiences
- Problem-solving and attention to detail
- Strong communication and independent work capabilities
- Up-to-date knowledge of web design and development trends
- SEO best practices and web analytics tools

PROFESSIONAL EXPERIENCE -

Director of Marketing Operations
Wipro Limited | New York, NY | Dec 2021 – Jan 2025
- Led the design team's daily operations, establishing systems and standards to ensure consistent quality, efficient version control, and adherence to timelines
- Created cross-functional processes for alignment with Product and Marketing teams, streamlining project briefs and expectation-setting to drive clarity and accountability
- Designed and maintained a centralized job log, providing transparency into project status, review schedules, and resource availability
- Partnered with engineering to maintain and update the design system across the product ecosystem, ensuring seamless integration and consistency
- Developed and monitored analytics dashboards to drive performance improvements through actionable insights
- Designed and executed email marketing campaigns, leveraging segmentation to nurture leads and conversion rates
- Provided comprehensive reports and recommendations for marketing initiatives, ensuring data-driven decision-making
- Designed and managed websites for business units, focusing on clean interfaces, responsive design, and SEO

Senior Designer and Developer
Edgile | Austin, TX | Nov 2016 – Dec 2021
- Designed and launched multiple interactive web experiences that boosted user engagement and seamless navigation
- Developed a robust design system, reducing development time and ensuring brand consistency across many projects
- Partnered with branding and creative teams to redefine the company's online identity
- Championed accessibility, ensuring all designs met WCAG standards and resonated with diverse audiences

Lead Designer
School Loop | San Francisco, CA | Sep 2015 – Nov 2016
- Led the redesign of a major CMS platform for school districts for grading and facilities
- Introduced a cohesive design system, streamlining team workflows for collaboration between designers and developers
- Delivered high-fidelity prototypes for user testing on task-based usability studies
- Designed responsive layouts optimized for mobile, tablet, and desktop, increasing mobile traffic engagement

Web Designer and Developer
Jibe Mobile | San Francisco, CA | Jan 2013 – Sep 2015
▪ Directed a team of designers to produce interactive campaigns
▪ Innovated with emerging design trends to elevate digital storytelling
▪ Mentored junior designers, fostering a culture of creativity and continuous learning

EDUCATION -

Bachelor of Science, Finance
Santa Clara University, Santa Clara, CA

TECHNICAL SKILLS -

▪ **Design Tools**: Adobe Creative Suite (Illustrator, Photoshop, etc.), Figma, Adobe XD
▪ **Design Systems**: Building and maintaining scalable UI libraries and style guides
▪ **Responsive Design**: Expertise in mobile-first design principles and cross-browser compatibility
▪ **Accessibility**: WCAG standards, ADA Section 508 compliance
▪ **Compliance**: CAN-SPAM Act and GDPR regulations
▪ **CMS Systems**: WordPress, ExpressionEngine, Shopify, Drupal, Joomla
▪ **Marketing Systems**: Salesforce, Pardot, Marketo, HubSpot
▪ **Prototyping**: High-fidelity mockups using HTML and JavaScript
▪ **Coding Skills**: HTML, CSS, JavaScript
▪ **Generative AI**: ChatGPT, Claude, Midjourney, Otter

WHAT SETS ME APART -

A relentless drive to challenge the norm, marrying creative storytelling with analytical insights to deliver web experiences that not only captivate but also convert. Fluent in the language of both design and technology, with a knack for turning innovative ideas into reality.