VICKI LIEN HUYNH

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Summary:

Seasoned UX Lead with over ten years of experience designing both **enterprise** and **consumer** applications. Proven ability to garner respect, **inspire** and motivate team members through the delivery of superior results. Capable of defining solid design processes to achieve sustainable, long-term solutions. Gifted with the ability to learn new concepts, analyze problems and find innovative solutions quickly. Excellent communications skills. Extremely detail oriented.

Experience:

SR. INTERACTION DESIGNER,
MINDJET CORPORATION, 2010 – 2013

- Take vision document created by external agencies and transform it into **actionable designs** while **preserving** its **intent**.
- Lead design efforts for a cutting-edge HTML5 mind mapping app. based on user feedback and fresh ideas from new team members.
- Research and propose time-based visualizations in response to a new product direction.
- **Completely redesign** the interface for Mindjet's web mapping and file management application **based on stakeholder feedback**, ever-changing requirements and **best practices**. Solicit user-feedback on the existing web mapping application from Customer Support as a starting point for improvements.
- Lead and **facilitate** a 4-day **innovation workshop** to bring PM, UX, Dev., QA and Learning Services together and set the stage for a new release of Mindjet's DealNavigator app., a Salesforce.com add-on. As a part of the goal of this workshop, 3 **concepts** were **created and tested** with target users. The **most successful** concept **was then rolled into the upcoming release**.
- Meet with customers, Sales and PM to synthesize customer requests and provide targeted solutions for Deal Navigator.
- Create wireframes, mock-ups, clickable prototypes, specifications, as necessary.
- Work with user researcher to test prototypes and validate designs.

SR. INTERACTION DESIGNER | ASSISTANT VICE PRESIDENT,
CUSTOMER EXPERIENCE, INTERNET SERVICES GROUP
WELLS FARGO, 2007 – 2010

- **Evangelize innovation** and **introduce RIA interfaces** into banker-facing and customer-facing applications.
- Talk to stakeholders and business owners about organizational goals and procedures.
- Interview end-users on how they use existing applications. Identify gaps and successes.
- **Visualize a three year vision** for modernizing Bill Pay and Transfers functionality.
- Leverage UCD tools including personas and scenarios to design screen flows, wireframes and mock-ups.
- Work with Front-end Developers to create prototypes for usability testing.
- Work with Usability Engineers to test and validate designs.
- Identify projects on the roadmap that will help realize the vision. Implement relevant concepts in targeted projects.
- Present progress and design rationale back to stakeholders and business owners.

USER INTERFACE MANAGER,
META INTERFACES LLC, 2006 – 2007

- **Reorganize information architecture** of existing site to achieve a more user-friendly navigation structure.
- Use **best practices** to incorporate new features in a manner that is intuitive to most web users.
- Spearhead visual design and work with graphic designers to create the new branding and skin(s) for existing sites.
- Actively seek and incorporate feedback from potential users, affiliates and the management team.
- Create and maintain project plan, UI requirements document, style guide and production graphics.
- Manage 1-4 visual design contractors.

SENIOR PRODUCT MANAGER, ORACLE WEB CONFERENCING, SERVER TECHNOLOGIES DIVISION, ORACLE CORPORATION, 2002 – 2005

- Responsible for the **functional definition** of Oracle Web Conferencing.
- Responsible for **defining** and overseeing **the direction of UI design** for Oracle Real-Time Collaboration Products (Oracle RTC Products include Web Conferencing, Presence and Instant Messaging, Voice, Video, etc.).
- Make decisions to ensure the product meets the design and functional needs of the market.
- Work with product management directors and other product managers to understand and transform requirements into long-term solutions.
- Work with user interface designers and usability engineers to insure designs are visually compelling and intuitive.
- Work with development to insure features are implemented to specification and flows are complete. Help identify bugs and debug.
- Manage two directs: 1 Product Manager and 1 UI Designer.
- Design flows, layouts, and graphics when necessary.

Notable Accomplishments:
- Oracle Web Conferencing (a.k.a. iMeeting) was recognized by Oracle sales and marketing groups as one of the most functionally and visually compelling applications ever produced by Oracle.

USER INTERFACE PRODUCT MANAGER, CRM PRODUCT STRATEGY, CRM PRODUCTS DIVISION, ORACLE CORPORATION, 2000 – 2002

- Collect user interface requirements from multiple product teams and work with the central UI team on design solutions.
- Maintain guidelines for the consistent uptake of the corporate look and feel **across the division**.
- Work with **multiple product teams** in transitioning the CRM division from JAVA-based applications to browser-based apps.

Notable Accomplishments:
- Created the first user interface standards for the entire CRM Product Division, comprising of over 40 products.

USER INTERFACE DESIGNER, ORACLE SALES ONLINE, CRM PRODUCTS DIVISION, ORACLE CORPORATION, 1998 – 2000

- Work with Product Management and Development in all aspects of visual and user interface (UI) design from creating prototypes and screen mock-ups to delivering production quality graphics and HTML/CSS code.
- Work with Oracle's central UI team to develop **the first web user interface specification at Oracle**.
- Maintain and update UI Specification documents and website.
- Create HTML templates for all major screen types.
- Teach Product Managers how to create additional screen mock-ups by using Dreamweaver and existing HTML templates.

Notable Accomplishments:
- Delivered prototype for the next generation sales force automation application using DHTML (AJAX) technology. Prototype was demonstrated by Larry Ellison at DCI tradeshow in 1999 and received overwhelmingly positive feedback. Resulted in remaining CRM products adopting this technology.

TEACHING ASSISTANT AND WEB ADMINISTRATOR, ART PRACTICE DEPARTMENT, UNIVERSITY OF CALIFORNIA AT BERKELEY, 1998

- **Help fine art students** understand the Internet and use the computer to **express their vision**.
- Instruct students in the use of Adobe Photoshop and Macromedia Dreamweaver.
- Troubleshoot and find creative solutions to help students present their ideas.
- Update and maintain web content for the department website.
- Photograph and present the UC Berkeley Graduate Art Student Facilities on the Art Department website.

INTERN, DIGITAL OPERATIONS AND DIGITAL MATTE DEPARTMENTS, INDUSTRIAL LIGHT AND MAGIC, 1997

- Assist with administrative tasks while developing an understanding of the different roles and skills required in postproduction work.

GRAPHIC DESIGN INTERN, JAPAN ART MEDIA WORKSHOP, 1993

- Design and complete projects as assigned.
- Develop skills in graphic design.

Knowledge & Skills:

- Technologies: Streaming Media, Web Conferencing, Web Applications and Services, JSP, XML
- Software: Adobe Photoshop, Macromedia Dreamweaver, Microsoft Visio and Project
- Code: HTML, AJAX/DHTML (CSS and JavaScript)

Education:

The University of California at Berkeley, Berkeley, California
Bachelor of Art, Economics. Class of 1998.
Bachelor of Art, Art Practice. Class of 1998.