

Shayla Huynh

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SUMMARY

User Experience Designer with a background in Business Administration, Sociology, and Film & Media studies. Certificate in UX/UI from Netflix's Pathways Bootcamp with skills in Visual Prototyping, User Testing, Human-centered Research, and Double-diamond Design thinking. Creative professional passionate about developing intuitively designed products to solve real world issues.

TECHNICAL SKILLS

Technical Skills: UI/UX, Color Theory, Heuristic Evaluation, Typography, Iconography, Storyboarding, Decision Flow Diagrams, User Experience Interviewing, Persona Creation, Journey Mapping, Synthesizing, Prototyping, HTML, CSS
Softwares: Figma, FigJam, Adobe (Illustrator, Photoshop, Premiere, Lightroom), Google Suite, Microsoft Suite, InVision, Miro, Classy, Salesforce

PROJECTS

Span the Scopes [*project link:* <https://www.shaylahuynh.com/uiux/>] 01/2022 – 02/2022
Social platform for media enthusiast to discover, share, and track content

EXPERIENCE

Associated Students - UC Irvine, Associate Director of Marketing Strategy 07/2020 – 07/2021

- Developed monthly content creation campaigns to engage student body and encourage campus culture during remote learning by collecting responses to curate Spotify playlists and creating promotional content that lead to 28.5% growth in content interactions
- Collaborated with the Office of the Student Advocate General and School of Social Sciences Senators to develop and promote campus-wide diversity, equity, and inclusion trainings on topics such as pro-blackness and anti-racism for 450+ students

Morgan Stanley, Wealth Management and Marketing Intern 03/2020 – 06/2020

- Coordinated distribution of scheduling for 600+ marketing collaterals over three months to maintain communications
- Sourced 1200+ prospective clients using customer database to promote financial wellness and literacy seminars in OC area

Camp Kesem

Chapter Director 07/2020 – 09/2021

- Lead, train, and manage team of 15 coordinators responsible for outreach, volunteer recruitment, development, operations, and marketing by coordinating communications and asset management across 11 collegiate chapters
- Managed \$75,000 budget and supervise all programming, activities, staff and volunteers during week-long summer camp
- Researched 30+ local community partners, school districts, and hospitals in the LA/Orange County area for outreach efforts through email and informational sessions to grow camper recruitment by ~150% and steward community relationships

Alumni, Media, & Public Relations Coordinator 09/2019 – 09/2020

- Researched, developed and pitched stories reflecting unique programs to 30+ local media outlets to obtain publicity, increase ticket sales, and gain sponsorships for annual fundraising gala during a virtual year which succeeded in fundraising \$7,300+
- Strategized and designed chapter marketing materials including monthly newsletters, 15 event flyers, 200+ social media graphics, 10 videos, and fact sheets to promote events and enhance branding leading to a 25% growth in Facebook and Instagram audiences

Noble Visual, Social Media & Marketing Intern 04/2018 – 08/2018

- Redesigned company website by implementing new UI/UX design system and SEO to create a detailed portfolio and boost online traffic leading to an increase in client booking
- Built company's online presence through curating regularly-posted content utilizing related hashtags, and writing wedding photography related blog posts that grew Instagram followers by 5% and post engagement by 120-1050% over five months

EDUCATION

University of California, Irvine 09/2017 – 06/2021
B.A. in Business Administration - emphasis in Marketing, Minors in Sociology, Film & Media Studies
Certification in Social Marketing, and Hootsuite Platform

Netflix Pathways Certificate 01/2022 – 05/2022
UI/UX Design Foundations Bootcamp
An intensive 17-week long boot camp dedicated to UI/UX. Skills learned consist of Figma/Adobe XD, "Double diamond" design thinking, Wireframing and prototyping, User interface usability and accessibility testing, RWD principles for user-centered interactions