Kevin Nguyen

UX Designer · Healthcare and Self-Service Flows

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SUMMARY

UX designer with 7 years across agency and in-house teams, the last 4 on a health plan's member portal. Designs self-service flows for people who log in a few times a year and tests them with members before build.

EXPERIENCE

UX Designer II · Northstar Health Plans — Apr 2022 – Present
Minneapolis, MN

- Redesigned the claims status flow after 14 moderated sessions with members; claims calls to member services fell 18% the next quarter.
- Built 64 components in the portal's Figma library, with variables for light, dark and high-contrast modes.
- Audited the portal against WCAG 2.2 AA with 2 engineers, logging 112 issues and closing 97 before fall release.
- Wrote annotated handoff specs in Figma Dev Mode for a 9-person Scrum team, cutting design QA tickets from about 20 per sprint to 8.
- Ran card sorts and tree tests with 210 members to rebuild the benefits navigation from 11 top-level items to 6.

UX Designer · Lakewise Interactive — Jun 2019 – Mar 2022
Minneapolis, MN

- Designed booking and account flows for 7 clients, including a regional credit union and two Twin Cities clinics.
- Cut a credit union's loan application from 11 screens to 6; completed applications rose from 31% to 44% of starts.
- Tested prototypes with 5 to 8 participants per round in Maze and UserTesting, and reported findings to clients within 3 days.
- Led weekly design critiques for 4 junior designers and wrote the studio's first accessibility checklist.

EDUCATION

B.S. Product Design · University of Minnesota, Twin Cities — May 2019

SKILLS

Research: Moderated usability testing, Card sorting, Tree testing, Contextual interviews, Survey design

Design: Interaction design, Information architecture, Wireframing, Prototyping, Design systems, WCAG 2.2 AA

Tools: Figma (variables, Dev Mode), FigJam, Maze, UserTesting, Optimal Workshop, Jira, Storybook

PROJECTS

Portfolio: kevinnguyen.design
Three case studies (claims status, benefits navigation, loan application) with research plans, rejected directions and post-launch numbers.

CERTIFICATIONS

UX Certification, Interaction Design specialty (Nielsen Norman Group)