# KHANG D. BUI

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UX/UI Designer with 5+ years of experience creating scalable, high-impact digital products for global automotive brands including Stellantis, Volkswagen, Audi, and Porsche. Skilled in the full design lifecycle from discovery to delivery with a focus on usability, design systems, and cross-functional collaboration that enhances user satisfaction and business outcomes.

## EDUCATION

**The University of Iowa**                                                     **Iowa City, IA**
BFA in Graphic Design, Cum Laude                                                  May 2021

## PROFESSIONAL EXPERIENCE

**24G**                                                                  **Remote | Troy, MI**
Jr. UX/UI Designer                                                      Oct. 2022 - Dec. 2024
- Led end-to-end UI/UX design for digital platforms serving Stellantis, Volkswagen, Audi, and Porsche
- Streamlined the design-to-development process by 50% and cut revision cycles by 20% through improved handoff documentation
- Established and maintained design systems, increasing consistency by 40% and reducing design errors by 25%
- Collaborated across three time zones to ensure 100% on-time delivery for all major releases
- Designed four enterprise systems used by 10,000+ monthly users, aligning with each brand's unique identity
- Translated complex user requirements into wireframes, prototypes, and visual designs to improve usability by 30%
- Conducted user testing sessions with real users, leading to 15% more intuitive navigation flows
- Contributed to securing a renewed 5-year contract with Stellantis by delivering consistently high-quality design solutions aligned with client expectations

**Self Employed**                                                           **Sioux City, IA**
Freelance Designer                                                     Jan. 2017 - Oct. 2022
- Built and managed a freelance design studio supporting 15+ small businesses across various industries
- Delivered custom branding, UI mockups, and digital assets, boosting client engagement by 30 - 50%
- Improved client conversion rates by up to 40% through tailored website and landing page design
- Facilitated 1:1 client feedback sessions, resulting in a 95% average satisfaction score and 60% repeat hire rate
- Collaborated with local nonprofits and small businesses to design posters, brochures, and promotional materials that increased community event turnout by 45%
- Provided design audits and optimization strategies, helping reduce bounce rates by up to 20%

**The University of Iowa**                                                     **Iowa City, IA**
Design Lead                                                            Dec. 2017 - Dec. 2020
- Directed visual strategy for 10+ national campaigns and eBooks, increasing social media engagement by 75%
- Enhanced brand consistency and content visibility by 60% through improved design assets
- Reduced turnaround time by 40% by optimizing print and digital production workflows
- Led a volunteer creative team, contributing to a 25% rise in membership inquiries
- Designed promotional materials that helped boost event attendance by 50%
- Coordinated with national board members, achieving a 100% approval rate for all submitted creative deliverables

## CERTIFICATIONS & AWARDS

- Adobe Certified Professional in Visual Design Using Adobe Photoshop                 Oct. 2021
- University of Iowa Dean's List (3x)                                                 May 2021
- University of Iowa Student Honor Recognition                                        May 2021
- University of Iowa Graphic Design BFA Showcase                                      May 2021
- Outstanding Achievement in Digital Design                                           Sep. 2019
- Innovation in Interaction Design                                                    Apr. 2018

## SKILLS

- **Design & UX:** User research, wireframing, prototyping, information architecture, user flows, usability testing, journey mapping, persona creation, responsive design, accessibility (WCAG), A/B testing, stakeholder interviews, service design, card sorting, heuristic evaluations, design thinking workshops, and UX writing
- **Tools:** Figma, Sketch, Adobe XD, Photoshop, Illustrator, InDesign, Webflow, Miro, Adobe Suite
- **Methods:** Design systems, user-centered design, agile/scrum workflows, usability heuristics, typography, color theory