

Aria Phuong Ly

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WORK EXPERIENCE

American First Finance

Coppell, TX (Remote & On-site)

UI/UX Designer

Sep 2022 - Jan 2025

PROJECT 1 - Website Redesign & Engagement

- Designed and optimized website interface to enhance user engagement and accessibility, leading to a 35% increase in new customer acquisitions (500,000+ additional customers).
- Conducted user research and designed a strategic maintenance page, reducing potential customer churn by 1M+ users annually and improving brand credibility.
- Developed and optimized 50+ SEO articles and blogs, driving 1.4M organic clicks and 32M+ impressions, significantly boosting visibility.

PROJECT 2 - Company Rebrand & WordPress Modules

- Partnered with developers to design and implement 25+ innovative modules aligned with the company's rebrand, increasing webpage-building efficiency by 20%.
- Created design systems that ensured visual consistency across multiple digital touchpoints.

PROJECT 3 - Mobile App Experience

- Conducted usability testing with 20+ participants to improve login and onboarding flows for the company's new mobile app.
- Leveraged user behavior data to drive iterative design improvements, increasing app adoption and user satisfaction.

SKAEL, Inc.

San Francisco, CA (Remote)

UI/UX Designer

PROJECT 1 - Revenue-Driving UX Enhancements

Jan 2022 – Aug 2022

- Directed end-to-end UX/UI projects, contributing to \$7M in increased revenue through improved user engagement and satisfaction.
- Spearheaded high-fidelity prototypes that built investor confidence and helped secure \$38M Series A funding.

PROJECT 2 - Company Rebrand & Product Modules

- Facilitated workshops with engineers, product managers, and designers, boosting productivity by 25%.
- Established design standards that improved workflow alignment across all digital touchpoints.

Jr. UI/UX Designer

Aug 2021 – Jan 2022

- Implemented intuitive design enhancements, reducing onboarding time by 40% and improving adoption rates by 20%.
- Accelerated delivery timelines by 20% through proactive coordination and deadline management.
- Assisted UX Lead in developing a comprehensive design system, reducing turnaround time by 30%.

PROJECT EXPERIENCE

Parker

Boston, MA (Remote)

UI/UX Designer

Jun 2021 – Jul 2021

- Led usability testing sessions to identify pain points, improve task completion times, and increase customer satisfaction.

SpotSyt

Riverside, CA (Remote)

UI/UX Designer

Mar 2021 – Apr 2021

- Collaborated with the designer and developer to redesign the landing page, improving visual appeal and usability while reducing bounce rates.

EDUCATION

Adelphi University

Garden City, NY

Bachelor's Degree, Digital Communication and Media/Multimedia

Graduation Date: Dec 2020

- Coursework: UX/UI Design, Human-Computer Interaction, Digital Media Strategy
- Activities: Student Media Club, Digital Design Society

SKILLS

Figma, Adobe XD, Google Analytics 4, Google Tag Manager, WordPress, HTML/CSS, FullStory, User Testing, Competitive Research, User Research, Information Architecture, Design Systems, Statistical Analysis, Design Thinking, Wireframing, Prototyping, User Flows, Microsoft Office (Excel, Word, PowerPoint)