Aria Phuong Ly

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WORK EXPERIENCE

American First Finance   **Coppell, TX (Remote & On-site)**
Product 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)**
Product 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. Product 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)**
Product 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)**
Product 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)