

# Steve Vu

I am a product designer based in Los Angeles, CA, and is self-taught with 10+ years of experience in building web and digital products. I bring a wide range of skills in visual design, interaction design, UX, prototyping, and front-end development. I enjoy crafting clean and interactive designs with a focus on user experience and business goals.

**StevenVu.com**  
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**(626) 537-8757**

## EXPERIENCE

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### FabFitFun

**Senior Product Designer** | December 2019 - Present

**Product Designer** | May 2018 - December 2019

Design flows and experiences that are thoughtful, seamless, and elegantly simple for our 1.5 million members. Produce a wide range of visual concepts to A/B test with success on lifting conversion and retention rates. Collaborate with product managers, engineers, and cross-functional teams to create effective user experiences and detailed designs across web and mobile platforms.

### Onestop Internet

**Art Director** | December 2016 - April 2018

**Web Designer** | December 2010 - December 2016

Worked with over 40+ e-commerce brands to create beautiful and usable responsive interfaces that align with the internal platform and clients' vision. Using my knowledge of e-commerce best practices, user experience, art direction, design, search engine optimization, and front-end development to help build and funnel consumers from homepage through the checkout process.

### 4WheelParts

**Web Designer and Front-End Developer** | May 2009 - December 2010

Responsible for designs and front-end development of landing pages, weekly email newsletters, marketing PPC banners, and event flyers for the company's two main websites: 4WheelParts.com and 4WD.com.

## PERSONAL PROJECTS

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### MagicWhiz

In 2008, I started an e-commerce site to sell magic tricks and kits to magicians and magic enthusiasts. I organically ranked in the top 1-3 pages of Google in many competitive keywords and eventually sold the company to a colleague.

### Upper Training

In 2010, I started an e-commerce site selling IT certification training in classrooms, on DVDs, and streaming platforms. I sold courses to companies such as Oracle, the United States Army, and Boeing. The company was dissolved in 2012.

## KNOWLEDGE

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Product Design  
Visual Design  
Interaction Design  
User Flows  
Wireframes  
HTML  
CSS  
jQuery

## TOOLS

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Sketch  
Figma  
Photoshop  
Illustrator  
InVision  
Principle for Mac  
VS code  
GitHub

## REFERENCES

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Available upon request