

# Reena Ngauv

Greater Los Angeles Area

(626) 627-7740  
reenavar@gmail.com

[linkedin.com/in/reenangauv](https://www.linkedin.com/in/reenangauv)

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Reena Ngauv is a leader with a rare combination of creative depth and project management. She has over 15 years of experience in UX, web, and graphic design. In her strategic design work, she has interfaced with high-level stakeholders and customers and is adept at presenting complex information to different audiences. Able to see the bigger picture, she helps businesses adjust their internal processes to support product launches.

## CORE CAPABILITIES/INDUSTRY KNOWLEDGE

Strategic Decision Making	WordPress
Managing Meetings	Adobe XD
Presenting Information to Stakeholders to Lead to Decision Making	Figma
Interaction Design	Adobe Creative Cloud
Project Management	Adobe Illustrator
User Experience	Adobe InDesign
Wireframes	Adobe Photoshop
Creative Direction	MailChimp
Presentation Design	HTML, CSS, JS

## LICENSES, CERTIFICATIONS & EDUCATION

Diploma in Modern Applied Psychology (in progress)  
User Experience Design Fundamentals  
The Web Developer Bootcamp by Colt Steele  
Design Thinking: Understanding the Process  
University of Florida, Bachelor of Science in Digital Arts & Science.

## PROFESSIONAL EXPERIENCE

### ZQUALS: Family Card Game Development and Design - A Math Card Game that Reinforces Addition, Multiplication, and Division

Creative Rebelry, February 2022 – August 2022

- Started with basic idea of card game
- Created numerous paper prototypes and printed prototypes
- Continually tested and improved prototype with over 60 people over the course of six months
- Created testing procedures and established a system to collect notes from each playtest
- Presented and tested game at two events
- Preparation and event planning for testing day
- Created all artwork for the game: cards, rules, box, email marketing, and website
- Created email marketing list and campaigns for game development updates
- Created landing page website to promote game
- Launched game on three different platforms for different audiences, teachers, homeschoolers, and families.

[Zqualsgame.com](https://Zqualsgame.com)

[CreativeRebelTeacher.gumroad.com](https://CreativeRebelTeacher.gumroad.com)

[TeachersPayTeachers.com/Store/Creative-Rebel-Teacher](https://TeachersPayTeachers.com/Store/Creative-Rebel-Teacher)

[TheGameCrafter.com/games/Zquals](https://TheGameCrafter.com/games/Zquals)

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## Product List Page Redesign with A/B Testing: Zamboni Machines

Zamboni Company, Paramount CA, February 2021 – July 2021

- Company needed a solution to display products specific to each of their geographic markets instead of displaying all products to all markets.
- Met with the Vice President of Sales and Marketing, and Brand Manager and proposed a solution of displaying a custom product list tailored to each of the top three markets.
- Got buy-in from stakeholders and sales staff on which products were popular for each geographic market.
- Researched various design solutions about how to distill information about products so as to highlight the differences and make it easier for customers to understand.
- Proposed a printed brochure prototype using a specification comparison table and tailored to the European market to suit the needs of the Managing Director of the European branch.
- Got buy-in on the printed version of the concept from the European team and VP of Sales and Marketing.
- Designed and developed a web version of the product card design for the USA market with the help of an outside developer.
- Tested new card design against older design in the USA marketplace only.
- Test results showed increased engagement on the new card design.
- Slowly integrated new design for users in the USA, Canada, and Sweden.

## Web and Mobile App Launch for IoT product: Zamboni Connect

Zamboni Company, Paramount CA, Nov 2017 – Nov 2019

- Worked directly with Brand Manager, Engineers, and Off-Site Development Team
- Stakeholders: President, Vice President, Vice President of Operations.
- Time from start of work to launch = early 2017 – late 2017. Software improvement is ongoing.
- Developed a rough sketch of a vision of what the app could be from Vice President's napkin sketches.
- Created decision tree diagrams to clearly communicate user flow to internal and external teams.
- Created rough wireframes in Adobe XD to explain the concept to the off-site dev team.
- Created high-fidelity wireframes in Adobe XD to explain the concept to the C-Suite Executives.
- Concepted and wireframed the admin side of the app for the company to manage customer accounts.
- Researched app integrations for outbound email, cloud storage, and videos. Pitched the choices I had made to the rest of the team to get buy in. Setup app integration accounts and coordinated with the off-site dev team.
- Created help docs for users
- Created video walkthrough for users
- Continually troubleshoot app bugs and report them to the off-site dev team via Basecamp.
- Created web page for the product
- Ongoing meetings and collaboration through Basecamp and phone conferences with the off-site development team to keep the project moving forward.

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## Testimonials

Reena is not only a talented and creative designer, but a strong leader and thinker. She looks at her work with a "big picture" orientation - making sure it looks great and communicates the design imperatives. She's confident enough to speak up and offer ideas that will bring clarity to the message and help it come across in an easily understandable, visually appealing way. I love working with her because I know her work invariably makes my work look better!

Reena is very easy to work with and is able to jump into a project quickly and efficiently. I am very impressed by her graphic skills as well as her ability to deliver quality work in a reasonable timeframe that is both highly creative and professional.

Reena is an excellent designer that is always ready to go the extra mile to get the project done. Within her first few weeks with us Reena was handed an extremely urgent project with a short deadline that involved working with several internal business units and external vendors. Reena ran with the project and fully delivered all necessary assets to all parties quickly and on deadline. She is a great addition to any team and will be missed!

Reena is awesome; she has the rare combination of creative depth and project management. In other words, not only is she creative - but she also delivers to your expectations. I highly endorse Reena.