

Daniel Nguyen

product designer

pandan.studio

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Experience

The Zebra

Mar 2024 → Now

Senior Product Designer (Contract)

- Piloting the design of the Zebra's credit building subscription, designing A/B tests, waitlist opt-ins, landing pages, and onboarding flows to ensure a successful launch.
- Redesigned the Zebra's insurance checkout flow based on user feedback and competitive analysis, leading to a 10% increase in purchase completion rates

Rubrik

Apr 2022 → Aug 2023

Senior Product Designer

- Directed Rubrik Data Security design projects, partnering with cross-functional teams to define product roadmaps, align on business needs, and develop features.
- Overhauled the Data Monitoring App through user feedback and iterative design, eliminating user complaints and achieving a 20% customer growth rate
- Revamped the Rubrik Cloud Vault app by leveraging user insights to improve data visualizations, resulting in increased customer satisfaction upon release.

Rubrik

Dec 2020 → Feb 2022

Product Designer

- Led the design of the new Threat Hunting feature as the sole designer and researcher, successfully launching it to over 100 companies, generating \$40M+ ARR, and designing long-term improvements post-launch.
- Optimized the ransomware data recovery user flows with innovative data visualizations and updated information architecture
- Conducted usability tests and competitive analyses to validate design projects, presenting actionable insights to stakeholders to inform strategic decisions.

Poof.Cash

Mar 2021 → June 2021

Founding Product Designer

- Designed and developed a responsive Web3 crypto app from 0→1, achieving a \$2.4M+ trading volume within the first 3 weeks post-launch
- Established the design system and brand identity (logo, icons, illustrations) to streamline the developer handoff process and enhance visual recognition.
- Developed the Poof.Cash website using NextJS, adhering to responsive and accessibility web standards to ensure a seamless user experience.

Garmin

June 2019 → Sept 2019

UX Design Intern

- Designed the Bluetooth and SiriusXM features for the Mercedes Sprinter infotainment system, collaborating with PMs and engineers from concept to launch.

Education

University of Washington

Sept 2016 → June 2020

B.S in Human Centered Design & Engineering + Human Computer Interaction

3.8 GPA

Skills + Tools

Design → Ideation, Prototyping, User Flows, Visual Design, Information Architecture

User Research → Interviews, Usability Testing, A/B Testing, Competitive Analysis

Tools → Figma, Sketch, Adobe Creative Suite, Usertesting.com, Dovetail

Front-End Development → React, NextJS, Webflow, Framer, HTML, CSS, Javascript

Soft Skills → Leadership, Communication, Collaboration, Presentation, Ownership