

Daniel Nguyen

product designer

pandan.studio

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Experience

The Zebra

Mar 2024 → Now

Senior Product Designer (Contract)

- Designed and A/B tested the MVP for The Zebra's credit-building subscription, increasing waitlist sign-ups by 24% and improving onboarding completion rates.
- Conducted competitive analysis and user research to redesign the Zebra's insurance checkout flow, increasing purchase completion rates by 10%.
- Designed and launched in-product, email, and SMS advertising campaigns, leveraging A/B testing to increase engagement and conversion rates by 15%.

Rubrik

Feb 2022 → Aug 2023

Senior Product Designer

- Owned the 0→1 design process for the new Threat Hunting feature, leading from research and concept to launch for over 100 companies, generating \$40M+ ARR.
- Overhauled the Data Monitoring App through iterative design and user feedback, eliminating user complaints and achieving a 20% customer growth rate.
- Leveraged user insights to revamp the Rubrik Cloud Vault app, improving data visualizations and resulting in increased customer satisfaction.

Rubrik

Dec 2020 → Feb 2022

Product Designer

- Led the end-to-end design of enterprise SaaS projects, collaborating with cross-functional teams to craft product roadmaps that aligned with business goals.
- Enhanced user experience of ransomware data recovery by optimizing user flows with innovative data visualizations and a revised information architecture.
- Conducted usability tests and competitive analyses to validate iterative designs and present actionable insights to stakeholders, driving strategic decision-making.

Poof.Cash

Mar 2021 → June 2021

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
- Created a responsive web design system in Figma to streamline developer handoff
- 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 car infotainment hardware system, collaborating with PMs and engineers from 0→1.

Education

University of Washington

Sept 2016 → June 2020

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

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, Dovetail, JIRA, Fullstory

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