Daniel Nguyen
product designer

pandan.studio

danyen125@gmail.com

Experience

The Zebra
Mar 2024 → Now

Senior Product Designer (Contract)
- Owned the entire design process for the Zebra's credit building subscription. Implemented A/B testing, waitlist opt-ins, landing pages, and onboarding flows to ensure a successful launch and optimize user engagement.
- Conducted competitive analysis and user research to redesign the Zebra's e-commerce checkout flow, increasing purchase completion rates by 10%.

Rubrik
Feb 2022 → Aug 2023

Senior Product Designer
- Directed Data Security SaaS projects, collaborating with cross-functional teams including product managers and engineers to define product roadmaps and align on business needs.
- 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 design of the new Threat Hunting feature, working end-to-end as the sole designer and researcher. Successfully launched the feature to over 100 companies, generating $40M+ ARR, and maintained designs for post-launch improvements.
- Optimized ransomware data recovery user flows with innovative data visualizations and updated information architecture, enhancing the user experience.
- Conducted usability tests and competitive analyses to validate design projects and present actionable insights to stakeholders, driving strategic decision-making.

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, including logos, icons, and illustrations, to streamline developer handoff 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