

# Daniel Nguyen

*product designer*

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## Experience

### The Zebra

Mar 2024 → Now

#### Senior Product Designer (Contract)

- Designed and A/B tested a financial credit-building subscription MVP, boosting waitlist sign-ups by 24% and acquiring 15K+ emails in weeks.
- Redesigned the insurance checkout flow through user research and competitive analysis, increasing purchase conversion rates by 10%.
- Designed and launched in-product, email, and SMS campaigns, leveraging A/B testing to increase user engagement and optimize funnel performance by 15%.

### Rubrik

Feb 2022 → Aug 2023

#### Senior Product Designer

- Led the 0→1 design of the Threat Hunting feature, managing user research, prototyping, and dev handoff, contributing to \$40M+ ARR across 100+ companies.
- Redesigned the Data Monitoring App through iterative testing and user feedback, eliminating complaints and increasing customer growth by 20%.
- Collaborated with cross-functional partners on multiple enterprise SaaS feature teams to craft product roadmaps that aligned with business goals.

### Rubrik

Dec 2020 → Feb 2022

#### Product Designer

- Revamped the Cloud Vault dashboard using user insights to enhance data visualizations and product analytics, improving user experience and satisfaction.
- Optimized complex user flows with revised information architecture and innovative data visualizations for the Ransomware Investigation feature.
- 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, Mixpanel

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