Anthony Nguyen

Design Leader

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Award winning designer focused on delivering inclusive design experiences.

Ford

Lead Designer - Design Systems   Dec 2023 – Present

- Developed and maintained a pattern library for ford.com AEM components that was used by the Latin America to align with the North American web experience.
- Worked alongside business and engineering teams to define transitions of work, promote strong team collaboration, and educate the design team on web standards and best practices when working with front-end engineers.
- Built authoring tools and templates for agency partners to streamline asset production which resulted in saving ~20 hours of week.

Capital One

Design Manager   July 2022 – Nov 2023

- Developed vision and roadmap for multiple features such as premium spend and pay, multi-user, and benefits, defined a 3 and 5 year digital strategy.
- Collaborated with senior leadership to ensure that all design projects conformed to brand standards.

Comcast

Design Manager   May 2016 – July 2022

- Executed on marketing campaigns that led to 30% growth in premium cable subscribers.
- Launched Xfinity Flex, a streaming product that currently has ~1.9 million active monthly users.
- Executed design solutions that increased overall brand awareness and engagement. Then used those learnings to develop a visual identity guideline and standards.

Free People

Art Director   Sept 2014 – May 2016

- Collaborated with development team to refine timelines for website and mobile app code refactor which resulted in a 50% page size reduction, and a 50% increase in website traffic.
- Oversaw and approved all digital creative work, implemented image optimization workflows that cut web image file sizes by 65%+.

Happy Cog

Designer   Sept 2013 - Sept 2014

- Provided clients with rapid prototype concepts using HTML & CSS.
- Developed design systems that would extend to responsive websites created for Soccer.com, MTV, and Coldwell Banker.

Urban Outfitters

Designer   Apr 2013 – Aug 2013

- Led the redesign of the Urban Outfitters mobile app which resulted in 75% increase in conversion rates, and 146% increase in average revenue per customer.

1 Trick Pony

Designer   Jan 2011 – Apr 2013

- Designed and delivered on campaigns for TCM, Virgin Mobile, and Timberland.
- Worked alongside development teams to launch multiple award-winning campaigns.

Skills

User Experience

Design Systems

User Interface Design

Mobile Design

Brand Strategy

Visual Design

Art Direction

Figma, Sketch

Adobe Suite

Prototyping

Cross-Team Collaboration

Notable Clients

MTV, Comcast, Free People, Urban Outfitters, Virgin Mobile, Screen Actors Guild, TCM, Timberland, Capital One, Borgata AC, Coldwell Banker, Soccer.com

Recognition

Addys

Webby

CommArts

CSS Awards

TheFWA

Education

The Art Institute of Philadelphia
Bachelor's of Science - Graphic Design