Dat Nguyen,

UX/UI & Product Designer

Aspiring to be a UX Designer and Product Designer, mastering the UX process and solving customer and user problems.

Contact

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Skills

- UX/UI Design
- User Research
- Wireframing
- Interaction Design
- Visual Design
- User Testing
- Communication and Collaboration
- Adaptability and Continuous Learning
- Website Development (WordPress, responsive design)
- Server Management (VPS)

Experience

UX/UI Design Leader

Luvocom Media Co., Ltd

06/2022 - PRESENT

- Primarily responsible for designing interfaces and optimizing user experience for mobile and web applications for major clients such as VTV, Hai Phong Newspaper, Super App iBacGiang, and leading banks including VPBank, Sacombank, SinoPAC, Bac A, VCBS, while also leading the UX/UI and Mobile Developer team.

- Conducted in-depth user research and behavior analysis to create wireframes, prototypes, and high-fidelity mockups using Figma, ensuring designs effectively met user needs and objectives.

- Collaborated closely with the Mobile Developer team and Product Owner to implement designs, ensuring UI/UX consistency across platforms and project completion on schedule.

- Managed the team's design progress, organized regular design reviews and user testing sessions to gather feedback, iterate, and continuously improve product quality based on user data.

Graphic Design & Web Development

Luvocom Media Co., Ltd.

01/2017 - 05/2022

- Designed posters, banners, and logos for communication campaigns, ensuring alignment with brand identity.

- Developed and deployed over 10 internal and client websites using WordPress and Elementor, focusing on responsive design and SEO optimization, which are still actively in use.

- Responsible for managing the company's internal Domains and VPS for website development and maintenance.

Graphic Designer

Công ty cổ phần công nghệ SAVIS

01/2015 - 12/2016

- Designed posters, banners, and brochures for marketing campaigns and events.

- Developed the company's Branding Guideline.

Tools

- Figma/Figjam
- Miro
- Adobe Creative Suite
- WordPress (Elementor)
- VPS Tools (cPanel, SSH)

Certifications

- Foundations of User Experience Design (Google)
- Mobile Design (Uxcel)
- Wireframing (Uxcel)
- UX Design Foundations (Uxcel)
- UI Components (Uxcel)

Education

- Hanoi Vocational College of Technology (Graphic Design)

Key Projects

Super App

2024-PRESENT

- Led the design process for user interface and user experience, ensuring the application met complex user needs and integrated smoothly with the mobile development team.
- Successfully completed the comprehensive application design phase by phase, receiving high praise for user experience from the development team and clients.

Smart OTP App - Bac A Bank

2025-PRESENT

- Designed UX/UI for the Smart OTP application, focusing on creating a fast, secure, and user-friendly authentication flow, ensuring compliance with security requirements and processes as per Circular 50 of the State Bank of Vietnam.
- Collaborated closely with the development team and security experts to ensure technical feasibility and adherence to banking security standards.

eKYC & Remote Signing App - Internal

2023-2024

- Designed comprehensive UX/UI for the SDK, including complex flows such as eKYC for digital certificate registration, digital signing, and remote digital signature authentication.
- Managed and conducted iterative user testing to optimize user experience for critical workflow processes.
- The SDK was successfully implemented for major banking clients including VPBank, Sacombank, SinoPac Bank, and VietcomBank Security.

Media ERP - VTV (Mobile App)

2022-PRESENT

- Worked directly with clients to gather and analyze requirements, performing mobile application interface redesign to optimize the experience for production operation tasks.
- Collaborated closely with the Developer and Product Owner teams to implement designs, ensuring consistency and project completion on schedule, providing a seamless user experience.
- The new design received approval and positive feedback from clients regarding user experience and operational efficiency.