

## Contact

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(LinkedIn)

## Top Skills

Branding & Identity  
Design Systems  
Illustration

# Anh Dung Nguyen

UI/UX Designer  
Ho Chi Minh City, Vietnam

## Summary

7+ years crafting user-centric experiences for apps, games, and web3 products. I blend UI/UX expertise with performance marketing to drive engagement, conversions, and brand loyalty. Let's build experiences that matter.

## Experience

### KIXEYE

UI/UX Artist

February 2023 - Present (2 years 2 months)

Ho Chi Minh City, Vietnam

- Modernized Vega Conflict 1.5, a decade-old game, with a redesigned UX flow and UI system.
- Delivered in-game and marketing assets that revitalized player engagement.

### ELSA, Corp

Product Marketing Designer

October 2023 - Present (1 year 6 months)

Ho Chi Minh City, Vietnam

- Drove user growth and brand cohesion by designing ELSA's AI mascot
- Achieved a 23% reduction in CPI for search ads by leveraging Custom Product Pages.
- Boosted App Store conversion rates by 10% through A/B testing experiments on app icons and screenshots.
- Streamlined email campaigns by 30% with a scalable template system
- Defined visual identity for AI-generated art.
- Designed icons and art assets, enhancing overall product aesthetics and user experience.

### Superfine

UI/UX Designer

February 2021 - September 2022 (1 year 8 months)

Ho Chi Minh City, Vietnam

- Pioneered branding for PlayChain - The Web3 UA Platform.

- Spearheaded end-to-end UX/UI design (wireframes to final interfaces) for PlayChain and Gamejam.com.
- Achieved a 75% opt-in rate for app-tracking UX flows - 3x industry average.

## KIXEYE

3 years 8 months

### Game Designer

June 2020 - January 2021 (8 months)

Ho Chi Minh City, Vietnam

- Enhanced War Commander: Rogue Assault with new units, community-driven balancing, and UI/UX support.
- Improved gameplay mechanics and resolved critical QA issues.

### Senior 2D Artist

September 2018 - June 2020 (1 year 10 months)

Ho Chi Minh City, Vietnam

- Delivered marketing assets for War Commander: Rogue Assault, Vega Conflict, and Battle Pirates.

### Game Designer

June 2017 - August 2018 (1 year 3 months)

Ho Chi Minh City, Vietnam

- Contributed to Dice Smash and Knight.IO - both featured in Apple's "New Games We Love" in Vietnam.

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