

DANI NGUYEN

UX/UI/Product Designer

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Portfolio: daninguyen.com

DESIGN PROJECTS

Product Designer @ Next Gen Web Solutions

VT, US · 2022-2022

- Redesigned an outdated timesheet website for student employment to optimize for mobile devices and received a 100% NPS over the old design after conducting 2+ rounds of wireframing, prototyping, and user testing.
- Streamlined user workflow resulted in a 100% task completion rate and a 50% decrease in task completion time by customizing user interaction and enhancing information architecture and visual hierarchy.
- Incorporated modern design guidelines and designed a new logo to appeal to educational institutions and college students, receiving high satisfaction from the stakeholders.

Product Designer @ Pinterest

VT, US · 2022-2022

- Designed an in-app purchasing feature to allow customers to shop from multiple sellers at once, resulting in a 100% task completion rate and a 92% NPS after 3+ rounds of wireframing, prototyping, and user testing.
- Attracted Gen-Z users with a tailored shopping experience for social media on mobile devices by conducting social commerce research, SWOT analysis, and streamlining the checkout flow.
- Utilized an existing design system and managed the project in an agile development framework to streamline the design workflow and increase design efficiency by 15%.

EXPERIENCE

UX/UI Designer @ Giant

Remote, US · 2022-2022

- Enabled the startup to raise \$300k in seed investment by designing a cryptocurrency investing app MVP from conception to delivery through 3+ rounds of iterating and testing.
- Increased user satisfaction by 25% by introducing an educational feature to meet the needs of beginner retail investors who struggle to find learning resources.
- Built an expandable design system and managed design sprints while collaborating with the startup founder and an SWE to ensure delivery quality, resulting in high team efficiency and 100% stakeholder satisfaction.

Art Director & Artist @ DivvyBet

Remote, US · 2021-2021

- Contributed to a \$2M seed investment and drove a 15% increase in social media followers by defining the artistic direction and led the design of a generative NFT collection.
- Collaborated with the startup founders and a project manager to work in an agile environment, resulting in a 10% increase in project completion speed from the estimated timeline.

Graphic Design Intern @ G9 Vietnam

Hanoi, Vietnam · 2018-2019

- Renewed brand identity, brand guidelines, and logo that resulted in a 30% increase in conversion rate and 100% stakeholder satisfaction after 3+ iterations.
- Drove a 26% increase in the company's conference attendance by designing event banners, posters, and invitations and ensuring visual branding consistency.
- Assisted a senior graphic designer to increase team efficiency by hosting design critiques, presenting design results to stakeholders, and conducting design iterations.

SKILLS

Adobe Creative Suite, Figma, Sketch, InVision, Research and Analysis, User Testing, Wireframing, Prototyping, Logo Design, Typography.

EDUCATION

DesignLab · UX Academy Graduate

Remote, US · 2021 - 2022

Bennington College · B.A. Arts and Design

VT, US · 2018 - 2022