

DANI NGUYEN

UX/UI/Product Designer

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WORK EXPERIENCE

UX/UI Designer @ Giant

Remote, US · 2022-2022

- Led the design of a cryptocurrency investing iOS app MVP from conception to delivery, contributing to \$300k in seed investments.
- Introduced an educational feature to meet the needs of beginner retail investors who struggle to find learning resources, increasing user satisfaction by 25%.
- 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.

Product Designer @ Next Gen Web Solutions (personal project)

VT, US · 2022-2022

- Redesigned an outdated SaaS timesheet website for student employment, receiving a 100 NPS over the old design.
- Optimized the design for mobile devices and refined information architecture and user workflow, resulting in a 100% task completion rate and a 50% decrease in task completion time.
- Incorporated modern design guidelines and a new logo to appeal to educational institutions and college students, receiving high satisfaction from the stakeholders.

Product Designer @ Pinterest (personal project)

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.
- 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, increasing design efficiency by 15%.

Art Director & Artist @ DivvyBet

Remote, US · 2021-2021

- Established the artistic direction and led the design of a 10K generative NFT collection, contributing to a \$2M seed investment.
- Worked closely with the marketing team to design customized NFTs for investors and influencers, increasing social media followers by 15%.
- Collaborated with a team of 6 to work in an agile environment, reducing execution speed by 10% from the estimated timeline.

Graphic Design Intern @ G9 Vietnam

Hanoi, Vietnam · 2018-2019

- Renewed brand identity, brand guidelines, and logo, resulting in a 30% increase in conversion rate and a 22% increase in sales revenue.
- Led the design of the company's events banners, posters, and invitations, ensuring visual branding consistency and driving a 26% increase in the company's conference attendance.
- Planned and organized design critiques for a team of 4 to develop a new SaaS product for small businesses accounting needs, contributing to an 18% increase in average monthly sales.

SKILLS

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

EDUCATION

DesignLab · UX Academy Graduate

Remote, US · 2021 - 2022

Bennington College · B.A. Arts and Design

VT, US · 2018 - 2022