

Johnny Hoang Nguyen

PRODUCT DESIGN

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WORK EXPERIENCE

Smile CDR Inc. | Product Designer

JULY 2022 - PRESENT • TORONTO, ON

- Implemented **user-centric** design approaches to **improve multiple** digital health **products**
- **Developed** a **design system** using **Figma** to establish **design, consistency** and **brand identity** across Smile CDR Inc.
- **Collaborated** closely with PMs, marketers, and engineers from **conception** to **early implementation**

Glimpse Social Inc | Product Designer

OCTOBER 2022 - MAY 2022 • TORONTO, ON

- Responsible for **developing** the **brand** and **application** of Glimpse
- Utilized UI software tools including **Flutter, Illustrator, Photoshop, XD, After Effects** and **Premiere Pro** to generate design flow, **user interface, mock-ups** and promotional content
- Developed and designed a **social** application to successfully **connect** over **10,000 businesses** with future scalability

Jabuka Games Inc. | Marketing Intern

MAY 2019 - AUGUST 2019 • TORONTO, ON

- Leveraged **HTML5, CSS** and **JavaScript** to redesign company website and successfully **increased** online **purchases** by **40%**
- **Increased user base** by **30%** through YouTube, Instagram, Facebook and Twitter **content creation**

EDUCATION

Wilfrid Laurier U | BBA / CS

MAY 2017 - MAY 2022 • WATERLOO, ON

- **Business Administration**
Studied all aspects of supervising a business with a concentration in marketing
- **Computer Science**
Studied computation and data algorithms, specializing in UX design

PROJECTS

IKO BRAND | Etsy Business Owner

MAY 2022 - PRESENT • WATERLOO, ON

- Established, developed and expanded an Etsy business, achieving **over 1500 sales** and a growing **customer base**
- Designed **digital streaming assets**, including overlays, emote and graphics using **Adobe Suite**

Google Design Exercise | MEND

MAY 2022 - PRESENT • WATERLOO, ON

- **Designed** an **experience** for students to report building or equipment issues on campus and staff to repair
- Used **wireframing** and **fidelity designs** to visualize application.
- Created a **website** to outline thought process and ideas.