

# JOHNNY HOANG NGUYEN

## PRODUCT DESIGNER

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## PROJECT

### IKOBRAND | Etsy

May 2022 - Present

Sole proprietorship

Digital art assets

1600 sales and growing

## SKILLS

### Design

UX

Ideation and Workflows

Interaction and UI

Prototyping

Animation

### Software

Illustrator

Photoshop

Premiere Pro

After Effects

Figma

Sketch

### Programming

HTML / CSS

JavaScript

## EXPERIENCE

### Smile CDR Inc. | Product Designer

July 2022 - November 2023 • Toronto, ON

Led FigJam workshops to define MVP features and performed A/B testing to iteratively refine requirements

Streamlined features to reduce development cycles by 30% and enhanced user satisfaction by 20%

Created a Figma component library to ensure brand identity and design consistency, reducing design turnaround by 40%

### Glimpse Social Inc. | Product Designer

October 2019 - May 2022 • Toronto, ON

Lead the design process of the Glimpse social application from conception to release

Implemented a scalable platform connecting 2,000+ local businesses in Costa Rica, designed for future expansion into the New York market

Utilized Flutter and Adobe CC to generate design flow, user interface, mock-ups and promotional content

### Jabuka Games Inc. | Marketing Intern

May 2019 - August 2019 • Toronto, ON

Researched and redesigned company website, boosting online revenue by 40%

Elevated user engagement by 30% through strategic social media content creation.

## EDUCATION

### Wilfrid Laurier University

September 2017 - May 2022 • Waterloo, ON

BBA in Business Administration

BS in Computer Science