CUONG NGUYEN

Product Designer

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WORK EXPERIENCE

Product Designer

The Good Hood Pte Ltd | Singapore, Remote (since 05/2023)

- Spearheaded a comprehensive UI revamp, implementing **user-centered design** principles that enhanced the platform's visual appeal while prioritizing a seamless user journey. This revamp also yielded **insightful data**, enabling the creation of a personalized experience for new users at our **Product-led startup**.
- Demonstrated adept **management** in overseeing the successful implementation of engaging gamification features and dynamic community events, ultimately attracting over **2,500 new users within two days** of launching these updates. This strategic approach aligns with a **product-centric mindset** and optimizing user engagement.
- Orchestrated a strategic update that propelled Daily Active Users (DAU) from under 2,000 to **3,400 users**. This accomplishment underscored my proficiency in driving impactful changes that optimize user engagement.
- Collaborated effectively with **customers** and **super users** to **facilitate discussions** aimed at planning insightful **product sprints.**
- Leveraged **managing tools** (Trello, Slack) to efficiently organize **design backlogs**. This accelerated the product team's workflow because of meticulous planning and effective **prioritization**.

Full-stack Developer

Ready Set Fit | PA, USA (06/2021 - 05/2023)

- Renovated and developed a new user experience for the Ready Set Fit mobile app, resulting in a 77% increase in app impressions and a 175% increase in product page views (App Store).
- Led the development of **wireframes**, **prototypes**, and **high-fidelity designs** using industry-standard tools such as Figma and Adobe Creative Suite, producing a successful fitness program that garnered increased public engagement from community partners.
- Conceptualized and programmed a dynamic **ReactJS** website using Google's **Material Flat UI**. Seamlessly integrating a Trails Exploration feature using Google Map API.

UX Designer

Alobase Technology and Services JSC | Hanoi, Vietnam (04/2020 - 05/2021)

- Led the product design process of 2 **B2B SAAS** projects, including Trekkrs, a community platform for startups and VCs. Successfully achieved MVP versions within 4 months each.
- Promoted collaboration and consistency across teams, including an outsourcing agency, through effective communication and design hand-off.
- Facilitated meetings with development teams, higher seniors, and clients to deliver design presentations and project goals.

- Managed the media design team for a major company-hosted event and successfully promoted it to reach an international audience of 3,000 college students, 23 leading corporations, and 154 investment funds.

EDUCATION

Bucknell University
PA, USA (08/2019 - 05/2023)
- Bachelor of Arts in Computer Science
- Minor in Art Studio - Design

Cumulative GPA: 3.65 /4.0
Related coursework:
- Web Design
- Human-Computer Interaction
- Accessibility
- Social Psychology
- Mobile Computing
- Software Engineer and Design

LEADERSHIP

VP of Communication for Vietnamese Student Association
03/2020 - 05/2022
- Designed and created graphic materials and media to effectively promote the club to local students.
- Co-organized and led 10+ club activities and events, ensuring effective public relations and communication at the university level.

ADDITIONAL EXPERIENCES AND AWARDS

Google UX Design Certificate
09/2022

Innovation Award for BizPitch – Bucknell's Entrepreneur Competition
Bucknell University (04/2022)

SKILLS

Software
- Figma
- Adobe Illustrator & Photoshop
- Blender
- Webflow
- Unreal Engine
- Tableau

Specialized Skills
- UI, UX
- User Research
- User Story
- Usability Testing
- Graphic Design
- HTML, CSS
- Java Android
- Swift iOS
- ReactJS

LET'S CONNECT

- dribbble.com/ckuong
- linkedin.com/in/cuongnguyen27
- github.com/nkcuong2761

INTRODUCTION

Hi, I'm Cuong, a junior Product Designer. Throughout the years, I have developed a unique set of **multidisciplinary skills** that allow me to bring a fresh perspective and innovative solutions to complex challenges. I gained valuable experience working at a consumer-facing startup, such as **presentation** and collaboration, where I excelled as a UX **generalist**. I have also ventured into **software development** and took on the role of a **Scrum Master**, giving me a comprehensive understanding of the **design handoff** process. As a Full-Stack Developer, I **embraced uncertainty** and eagerly acquired new skill sets through self-learning. My experience with HCI involved a data visualization project where, through Tableau, we analyzed how data can convey both informative and manipulative patterns. I aspire to work in **innovative and creative** environments where I can continuously enhance my skills and contribute to creating successful products.