

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**. As a result, Daily Active Users (DAU) has gone from under 2,000 to over **3,400 users**. This accomplishment underscored my proficiency in driving impactful changes that optimize user engagement.
- 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**.
- Collaborated effectively with **customers** and **super users** to **facilitate discussions** aimed at planning insightful **design sprints**.
- Leveraged **managing tools** (Trello) to efficiently organize and **prioritize product backlogs**.

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

- 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 - 05/2021

- 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

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