

CUONG NGUYEN

Product Designer

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www.cuongnguyen.me

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, where I excelled as a UX designer. As the sole design **generalist**, I tackled intricate problems and presented my solutions to higher-level executives. 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. During my time as a Full Stack Developer, I **embraced uncertainty** and eagerly acquired new skill sets. 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 become a **global designer and leader**, helping and mentoring others with my expertise.

WORK EXPERIENCE

Software Engineer

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, 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 Trekkr, a community platform for startups to connect with 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 presentation and project goals.
- Managed the media design team for a major company-hosted event and successfully promoted it to reach an international audience of 3000 college students, 23 leading corporations, and 154 investment funds.

ADDITIONAL EXPERIENCE AND AWARDS

Google UX Design Certificate

09/2022

Innovation Award for BizPitch – Bucknell's Entrepreneur Competition

Bucknell University (04/2022)

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

SKILLS

Software

| | |
|--------------|---------------|
| Figma | Webflow |
| Adobe Suites | Unreal Engine |
| Blender | Tableau |

Specialized Skills

| | |
|----------------|----------------|
| UI, UX | Graphic Design |
| User Research | Android, IOS |
| Prototyping | HTML, CSS |
| Usability Test | ReactJS |

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.

LET'S CONNECT

linkedin.com/in/cuongnguyen27

dribbble.com/ckuong

github.com/nkcuong2761