



NGUYEN TAT PHUOC

PRODUCT DESIGNER

- 1989
- Male
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- <https://phuocnguyenportfolio.github.io>

SKILLS

Hard:

- Product Design
- UI/UX Design
- Wireframing
- User Research & Testing
- User Flows
- Interaction Design
- Responsive Design
- Visual Design
- Data Analysis

Soft:

- Interpersonal skill
- Team Work & Leadership
- Empathy

Design Tools:

- Figma, Dreamweaver
- Adobe creative suite (AI, PS, ID, Lr...)
- Video Editing
- HTML, CSS, Javascript...

ABOUT ME

I am a Product Designer with over 4 years of experience in designing digital products, passionate about creating innovative and effective user experiences. My goal is to contribute to the development of products by combining creativity with empathy for user needs, aiming to boost business performance and enhance customer satisfaction. At the same time, I strive to deliver efficiency to the company.

EDUCATION

MINDX TECHNOLOGY SCHOOL

2023

PRODUCT MANAGEMENT (PM)

Degree/Classification: Certificate - Excellent

*** Top excellent graduate projects

ARENA MULTIMEDIA VIETNAM

2020 - 2022

GRAPHIC DESIGN & DIGITAL PRODCUT DESIGN (WEB/APP DESIGN)

Degree/Classification: DIM - Diploma In Multimedia (Aptech) - Distinction

*** Top excellent graduate projects (Published content on school websites)

NHAT NGHE COMPUTER NETWORK TRAINING CENTER

2010 - 2011

MICROSOFT CERTIFIED SYSTEMS ADMINISTRATOR (MCSA)

Degree/Classification: Microsoft Certificate Professional - Excellent

HCMC UNIVERSITY OF AGRICULTURE AND FORESTRY

2007 - 2011

ENVIRONMENTAL MANAGEMENT

Degree/Classification: Bachelor of Engineering

WORK EXPERIENCE

SHINHAN BANK VIETNAM LIMITED

11/2022 - Present

SENIOR UI/UX DESIGNER

- Develop Design System, continuously champion the growth and adoption of the Design System, ensuring design consistency and seamless across all platforms.
- Develop wireframes, mockups, prototypes, and user-friendly interfaces for web and mobile platforms, ensuring alignment with business requirements.
- Conduct research and implement UI/UX design solutions for mobile app, internet banking platforms, and digital marketing campaigns.
- Analyze and create gamification concepts to boost user engagement and meet business goals, including game elements, game mechanics, and core loops.
- Constantly cooperate with internal teams and vendors to resolve issues and optimize UI/UX design to enhance user satisfaction.
- Manage the Customer Data Experience Platform (CDxP) and execute Omnichannel campaigns, continuously improving based on data insights.

OUTSTANDING PROJECTS

COMMERCIAL PROJECTS

- > **SOL 3.0 | Mobile Banking App**
(For Individual customers - **Go live**)
- > **SOL Biz | Mobile Banking App**
(For Corporate customers - **Under development**)
- > **Shinhan Internet Banking | Web App**
(Individual & Corp - **Go live**)
- > **KidZania.Shinhan | Webpages**
(A product collaboration between Shinhan Bank and KidZania - **Go live**)
- > **Gamification: Mini & Big game**
(Core & Meta game - **Go live**)

PERSONAL PROJECT

- > **Save | Lifestyle App**
(Arena Multimedia School -
Top excellent graduate projects)
- > **Universal Bridge | Laundry App**
(MindX Technology School -
Top excellent graduate projects)

THANH THANH PHUOC CO.,LTD

12/2020 - 10/2022

DESIGN TEAM LEADER

- Lead the design team in ideating and executing visual content according to client requirements.
- Supervise, manage, and guide team members to ensure progress and the quality of work and projects.
- Manage and collaborate with partners/vendors to ensure the quality of outcomes meets client and project specifications.
- Coordinate with the sales team, conduct market analysis, and develop business plans.

ACECOOK VIET NAM JSC

12/2011 - 12/2020

ENVIRONMENT TEAM LEADER

- Control the processes and operational quality of the environmental treatment system within the company.
- Manage environmental protection efforts to ensure compliance with current legal regulations.
- Coordinate with departments to operate and maintain quality management systems such as ISO, OHSAS.

REFERENCES

Scan for more



PORTFOLIO

