# **NGUYEN HONG NGOC**

My portfolio: www.ngochn.com

090 593 2511

🔁 ngochn2511@gmail.com

in linkedin.com/in/ngochn

### **WORK EXPERIENCES**

### Senior Product Designer | DNSE Securities JSC

Jan 2021 - Present

- Delivered 500+ product screens for stock trading and fintech platforms
- Launched and grew SACO project to 1,190 active collaborators and 997 onboardings within 2 years, achieving YoY growth of +527% and +655%
- · Led cross-functional workshops to align PO, BA, Devs, and QA on product vision and user flows
- · Mentored junior designers transitioning from graphic to UX, and supported onboarding for new Devs and BAs
- Conducted user research & interviews in collaboration with Growth, UX Research, and BA teams, identifying pain points and informing feature improvements
- · Acted as bridge between business, product, and engineering to balance user needs with business KPIs

### Product Design Advisor (Freelance) | Maimoney

2024 - Present

- Advised fintech startup from initial launch through major updates
- Reviewed and provided UX recommendations on onboarding, financial features, and product flows
- · Supported product teams with user experience insights to align design with industry best practices

# Product Designer | Advesa Digital Solutions

Oct 2019 - Dec 2020

- Designed for Advesa's core products, like the Breadstack CRM, Cantec Driver App, Cantec Driver Verification
  Platform and Cantec 3rd Party Web Portal
- · Identified and documented key user journeys, workflows, and product opportunities through research
- Acted as a liaison between the Vancouver team and the Viet Nam team, ensuring product consistency
- Mentored peers and contributed to company-wide design culture

## Quality Control | Convert Digital

Apr 2018 - May 2019

- Reviewed and evaluated 30+ e-commerce projects for quality and UX consistency
- · Collaborated across departments to ensure release schedules and standards

# Intern Content Writer | VTC Online

Oct 2015 - Jan 2018

- · Produced creative content and UI visuals to improve site engagement
- · Worked with internal teams to identify user needs and plan improvements

#### **ACHIEVEMENTS**

- Staff of the Year 2021 at DNSE for product growth and team culture impact
- Product Design track in 12-week engagement UX Mentorship Program
- Excellent Designer Certificate RIO Agency Vietnam
- Mobile App design course Capi Creative
- Software Test Engineer Certificate LogiGear Vietnam

# **SKILLS**

- UX practices: user interviews, exploratory research, usability testing, data-driven design, etc
- Engineering: Basic HTML, CSS
- Tools: Figma, FigJam, Miro, Jira, Confluence

#### **EDUCATION**

- University of Economics Technology for Industries
- Bachelor degree in Business Administration