

TRANG NGUYEN

Product Designer

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ABOUT ME

A junior UI/UX designer with a strong foundation in user research, brand strategy, and cross-functional collaboration. With additional background in Marketing, I am passionate about creating user-centered design that meets business needs, leveraging a strategic mindset and design thinking to enhance user experiences.

EDUCATION

Langara College, Canada Jan 2024 - Apr 2025

Post-Graduate Diploma in Web & Mobile App Development and Design | CGPA: 4.09/4.33

University of Economics Ho Chi Minh City, Vietnam Sept 2014 - Jun 2018

Bachelor's Degree in Marketing | CGPA: 3.2/4

PROJECTS

DriveBuddy Jan - Apr 2025 | Design Lead & Product Designer

Design a driving companion app focused on safety and minimal distraction. Led overall design direction, and designed UI/UX and branding including sign-up flow for mobile, admin web app, logo, MKT assets such as landing page, proposal, videos, posters.

BodyBuddy Sept - Dec 2024 | Co-PM & Product Designer

Design an adaptive, motion-tracking home-fitness experience. Ensured smooth team collaboration and designed UI/UX including dashboard, exercise flow, MKT assets such as landing page, proposal and posters.

Favr May - Aug 2024 | PM & Product Designer

Design an adaptive, motion-tracking home-fitness experience. Ensured smooth team collaboration, and designed UI/UX including dashboard, exercise flow, and MKT assets such as landing page, proposal, and posters.

Nutriline Health Run 2022-2023 | Product Owner, Marketing Department

Managed and optimized digital products (web and app) to boost engagement, brand equity, and sales. Led marketing initiatives with local and global cross-functional teams.

EXPERIENCE

Amway Vietnam | Marketing Specialist Jun 2019 - Dec 2023

Managed and optimized digital products (web and app) to boost engagement, brand equity, and sales. Led marketing initiatives entirely with cross-functional teams across local and global markets.

Triplex Solution | Assistant Event Manager Jun 2018 - Jun 2019

Led planning and execution of events for major brands like Samsung and Apple, including product launches, PR campaigns, and client activations in the Vietnamese market.

SKILLS

Tools

Figma, InDesign, Photoshop, Illustrator, Premiere, SketchUp, Wordpress
HTML, CSS3, Javascript

Soft Skills

UX Research, UI/UX Design, Design System, Data Visualization, Typography, Project Management

CERTIFICATES

Designing Accessible Components In Figma (LinkedIn - 2024)

Accessibility for Web Design (LinkedIn - 2024)

Foundation of UX design by Google (Coursera) (Coursera - 2023)