



WINNIE NGUYEN

Senior Product Designer

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Address - Location

Ho Chi Minh,
Vietnam 🇻🇳

LinkedIn

winnienguyen2910

Over 11+ years in design, I've moved from crafting interfaces to shaping how design teams operate. I coordinating cross-squad design across multiple product area, coaching designers on craft and career growth, and embedding research and governance into how teams work.

At Nab, I've shifted design from execution partner to strategic contributor, and I'm ready to take full ownership of that leadership role. Currently pursuing a Master's in UX & Service Design, and recognised as top 30% mentor on ADPList across Vietnam, Australia, and United States.

Portfolio

My personal website

vannguyen2910.github.io/personal

Other highlighted projects

behance.net/nguyenphuctuongvan

Languages



Vietnamese
Native



English
Professional working
proficiency

Education

Sep 2011

Sep 2014

Van Lang University 🇻🇳

Bachelor of Graphic Design

Aug 2025

Present

SRH University 🇩🇪

M.A UX & Service Design

Achievement



ADPList

Top 30% mentor on ADP List across
Vietnam, Australia, and United States
in 2025.

Top Experiences

National Australia Bank (NAB) 🇻🇳 🇦🇺

Senior Product Designer • Home Ownership • Present • 2 Years

- Own end-to-end UX for NAB's Intelligent Mortgage Platform, a complex, multi-stage enterprise workflow spanning application, verification, and approval with shared UI guidelines.
- Repositioned design from execution partner to strategic contributor by championing design direction in product and strategy forums.
- Maximised AI tools to build a stitched E2E prototype, shifting stakeholder conversations from screen-level to journey-level.
- Facilitated Design Thinking workshops for 80+ cross-functional participants.

Go1 🇻🇳 🇦🇺

Senior Product Designer • Search and Discovery, Content Curation • 4 Years

- Co-led a novel design pattern to enable Generative AI and constructed a comprehensive prototype for usability testing sessions that optimized content discovery and enhanced user experiences.
- Led 5+ surveys & 20+ interviews → 23% search conversion increase
- Built Intercom feedback pipeline applied across 5+ initiatives
- Defined key UX metrics; implemented Fullstory dashboards for tracking



Daon Studio 🇻🇳 🇰🇷

Web and Graphic Designer • 2 Years

- Web design for 5 Korean companies, building cohesive online presences
- Developed brand identity & packaging for a Korean eyelash product line

MySQUAR 🇻🇳 🇲🇲

UI/UX Designer • 1 Year

- Grew Myanmar chat app to 8M+ users with a modernised design concept
- Built a comprehensive design system ensuring product-wide consistency

Codelink 🇻🇳

Product Designer • 2 Years

- Led a design team of 2, including coaching and quality oversight across 5+ projects
- Led design and usability testing for LeapXpert across finance institutions and enterprises.
- Directed 5+ global projects incl. AirAsia Malaysia's mobile app
- Managed cross-functional delivery for Browzin AI fashion tool

Technicals Skills

Product Design and Strategy
End-to-end Experience Design
Human-centred Design & Design Thinking
UX Research, Design & Usability Testing
Design Process & UX Mapping
Personas, Customer Journey Maps, Storyboards
Design Facilitation & Workshop Design
Team Rituals & Design Critique
Inclusive Design & Accessibility
Design System Implementation
AI Tools & Methodologies

Soft Skills

