



SUZY NGUYEN

My Vietnamese name is Phuong Dung Nguyen. I am a Mid UX designer with 4+ year of experience working with cross-functional & multi-national teams to deliver design & marketing solutions in the SaaS and Gaming Industry.

As an optimist and a goal-getter, I never let any failures or challenges defeat myself. Rather, I readjust and try my utmost until the goal is conquered.

CONTACT

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EDUCATION

Google UX Design

Nov 2021 – Dec 2021

- Foundations of UX Design
- Start the UX Process

Hanoi University

2014 – 2018

- Bachelor of Finance and Banking
- GPA: 8.0/10.0 (Distinction)

EXPERTISE

Skills

User Research & Usability Testing
 Mobile & Desktop Design
 Wireframing & Prototyping
 HTML, CSS, Wix Development
 SEO, Social Media

Tools

Figma, Figjam
 Notion, Miro, Airtable
 Adobe Suite (PS, AI, XD)
 Blender
 Final Cut Pro X
 Jira, Confluence

UX/UI PROJECT

[PORTFOLIO DECK](#) ↗

PixCap 3D EDITOR | REDESIGN

Mar 06-17, 2023

- Redesigned **Online 3D Editor** to improve its mobility & simplicity as well as to explore the initiative of making user experience more personalized & collaborative in 3D design.
- Conducted **a competitor analysis** among online design platforms accompanied by survey & user interview to discover users' pain points and delivered the redesigns in **High-Fidelity Wireframes**.

HR SaaS CASE STUDY | NEW FEATURE DESIGN

Mar 07, 2022

- Designed **new communication solutions** to solve the current challenge of low employee engagement with a company's announcement via cross channels.
- Conducted **a competitor analysis** in HR industry and other market research to seek for the appropriate solutions in **High-Fidelity Wireframes**.

GIGALIFE APP | NEW FEATURE DESIGN

Feb 12-15, 2022

- Designed **new payment authentication solutions** to solve the current challenge of OTP scheme hassles towards GigaLife App's users who are subscribers of Smart Telco Company.
- Conducted **Market Research** to identify the right alternatives, developed **High-Fidelity Wireframes** with **interactive prototypes**. Performed **Usability Testing** to **validate design solutions**.

KOOMI YOGURT FRANCHISE | RESPONSIVE WEB DESIGN

Nov 2021 – Dec 2021

- Redesigned a responsive website to help a local franchise enhance its online presence across platforms & maximize business revenue with **Online Ordering feature**.
- Conducted **User Research**, developed **High-Fidelity Wireframes** with **interactive prototypes** while maintaining Koomi's current design pattern. Performed **Usability Testing** to **validate design solutions**.

WORK EXPERIENCE

SPROUT SOLUTIONS INC. | MID UX DESIGNER

Mar 2022 – current | Metro Manila, The Philippines

UX/UI Scope:

- Conducted user Interviews & surveys with B2B clients on-site/virtually as well as secondary research (research papers & competitor analysis).
- Being a facilitator in usability testings, card-sorting activities.
- Delivered High-fidelity mockups and got involved in handoff process.
- Liaised with Agile team (Product Owner, Scrum Master, Developer, QA, Architect) to launch **10+ HR, Payroll, Ecosystem related projects**.

Agile Team contribution:

- Conducted UX workshops and book sharing sessions among the team.
- Contributed to design team's OKRs related to internal team setup.

FINLI INC. | Part-time UX/UI DESIGNER

Mar 2022 – current | Online | Los Angeles, CA, United States

- Conducted secondary research on Fintech industry and got involved in the design process to deliver Low to High fidelity mockups
- Created UI components & maintained design system

BEST RESOURCE ENTERPRISE NETWORK INC. | MARKETING OFFICER

Oct 2018 – Dec 2021 | Metro Manila, The Philippines

Marketing Scope:

- Conducted a branding plan with a \$10,000 monthly budget for Vietnamese market; managed the campaigns of third-parties in Vietnam (SEO seeding team, Video production team, Livestreaming team, Offline Event organizers, etc); and prepared a monthly report to evaluate all campaigns' performances.
- Delivered daily & campaign designs (Social Media Minigames, Affiliate Marketing brochure, Landing Pages, Promotion T&C pages) and content (Blogs & Forums).
- Liaised with cross-functional team (Marketing, Design, Development, Customer Service team) to launch **20+ themed promotions on website, including market research, data analysis, ideation process, design mockups, handoff process, content & newsletter and performance report**.

Product Management Scope:

- Performed daily product system checkings (front-end & back-end) across all platforms to report any occurred IT related issues and provided necessary feedback & suggestions.
- Worked closely with cross-functional team to project a brand new (or redesign) feature or an automated system.

→ Achievements:

- 🏆 Vietnamese market: witnessed an YoY **growth of 50% in new users** & started **earning profit** since Jan 2021.
- 🏆 Personal award: **Top 1 Performer** of Vietnamese MKT team in 2019.

ACADEMIC ACHIEVEMENTS

Journal of Asian Finance, Economics and Business | Research Paper

Volume 7, Issue 4 (2020). "Determinants of Profitability in Commercial Banks in Vietnam, Malaysia and Thailand".

CEFR | English Proficiency

CEFR Level: C1