Thu Nguyen

UX/UI DESIGNER

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Senior UI/UX with 10+ years of experience across industries. I solve business problems through practical, scalable design solutions, working closely with cross-functional teams to align with business goals. I actively apply AI and new tools to improve workflows, efficiency, and design quality, focusing on building useful products that balance accuracy, efficiency, and aesthetics.

EXPERIENCE

UI/UX Team Lead
📁 Pionero JSC   📅 Mar. 2023 – Currently

- Led UI/UX direction across outsourced and internal projects, aligning with business goals and maintaining design quality and consistency.
- Managed and mentored a team of 3–4 designers, supporting planning, reviews, and ongoing skill development.
- Collaborated with cross-functional teams to translate business requirements into practical, user-centered solutions.
- Acted as a liaison between stakeholders and development teams, contributing to product decisions, backlog prioritization, and workflow optimization.
- Contributed to building and maintaining a design system to ensure consistency and improve team collaboration.

Senior UI/UX Designer
📁 GMO – Runsystem   📅 2019 - 2023

- Designed and delivered UI/UX solutions for websites, platforms, and internal tools aligned with user and business needs.
- Contributed to building and maintaining design systems to improve consistency and efficiency.
- Designed marketing assets across channels to support engagement and communication.
- Collaborated with cross-functional teams to improve products for tenten.vn and related services.
- Researched and optimized key user flows, including purchasing journeys, to improve usability and overall experience.

UX/UI Team Lead   🗀 Web Management Joint Stock Company   📅 2016 - 2019

- Managed UX/UI team performance through KPI planning aligned with business and product goals

- Designed management systems and government platforms, meeting quirements for usability, security, and regulatory compliance.

- Collaborated with cross-functional teams to deliver functional and visually consistent interfaces.

- Designed corporate and communication materials, maintaining a cohesive visual identity across channels.

UI & Graphic Designer   🗀 Vietiso Joint Stock Company   📅 2014 - 2016

- Designed UI for websites, mobile apps, and management systems in the travel and hospitality domain, including CRM and booking platforms

- Contributed to brand identity and ensured visual consistency across digital and print materials.

- Created marketing and internal communication assets aligned with brand and business objectives.

Junior Designer   🗀 Solid Software Joint Stock Company   📅 2012 - 2014

- Supported website layout design and contributed to user-friendly digital xperiences.

- Designed marketing assets (banners, visuals, logos) aligned with brand guidelines.

- Created print and media materials, maintaining a consistent brand presence.

EDUCATION

Bachelor of Information Technology

The University of Transportation Technology   📅 2012

Practical UX certification.

STAYLAB   📅 2023

Google UX Design Professional Certificate (v2)

Certificate in Coursera   📅 2025

SKILLS

Ux research and UI design

UX research, user flows, wireframes, interaction design, design systems, data analysis, microinteractions, and illustrations.

Tools

Figma, Abole XD, Photoshop, Illustrator, AI tool

Languages

Vietnamese and English.