



# Thu Nguyen

UX/UI DESIGNER

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A highly adaptive Product Designer with extensive hands-on experience in multi-industry projects. I specialize in transforming diverse business objectives into seamless digital interfaces through an optimized design process. By leveraging my broad perspective, I am committed to creating user-centric solutions that are not only aesthetically compelling but also scalable and impactful for long-term product success.

## EXPERIENCE

### UI/UX Team Lead

[Pionero JSC](#)

[Mar. 2023 – Currently](#)

- Lead the direction for UI/UX design across both outsourced and internal projects, ensuring alignment with company goals and market needs. Focus on maintaining design quality and consistency across products by tracking KPIs and providing regular updates.
- Support and mentor a team of 3-4 designers, guiding them in task planning, design reviews, and constructive feedback. Encourage ongoing development and improvement within the team, helping build their skills and knowledge.
- Work closely with cross-functional teams (Product, Engineering, Marketing, Sales) to help translate business requirements into practical and user-centered UX solutions, aiming to improve both product usability and business outcomes.
- Serve as a liaison between leadership, design, and development teams, contributing to product-level decision-making, backlog prioritization, and optimizing workflows to ensure smooth project execution.
- Contribute to the development and maintenance of a design system, helping to create consistent UI components and design standards. Regularly update design guidelines to ensure clear communication and effective collaboration across teams.

### Senior UI/UX Designer

[GMO – Runsystem](#)

[2019 - 2023](#)

- Design and implement UI/UX solutions for websites, software, and internal tools, ensuring that designs are user-friendly and aligned with business needs.
- Contribute to the creation and maintenance of design systems and guidelines, ensuring consistency and efficiency across all design projects.
- Design marketing assets for various channels, including online advertising, email marketing, banners, and cover photos, with a focus on engaging visuals and effective communication.
- Collaborate with cross-functional teams to design and improve websites, landing pages, and marketing products for [tnten.vn](http://tnten.vn) and other internal services, focusing on optimizing user experience and business outcomes.
- Research and optimize UI/UX elements to improve the user flow, particularly the buying process on [tnten.vn](http://tnten.vn), ensuring a smoother and more efficient experience for users.

## UX/UI Team Lead

Web Management Joint Stock Company

2016 - 2019

- Managed and developed KPIs for the UX/UI team, ensuring that performance goals aligned with overall company objectives and product requirements.
- Designed management systems and websites for government agencies, ensuring functionality, security, and compliance with government regulations, while delivering an accessible and user-friendly experience for both administrative staff and citizens.
- Collaborated with cross-functional teams to create user interfaces and visual designs that were both functional and visually appealing, contributing to the company's digital presence.
- Designed corporate and customer communication publications, including newsletters, promotional materials, and internal documents, ensuring a cohesive and professional visual identity across all channels.

## UI & Graphic Designer

Vietiso Joint Stock Company

2014 - 2016

- Designed intuitive and visually appealing user interfaces for websites, mobile applications, and tour management systems in the travel and hospitality sector, including CRM platforms for restaurants, hotels, e-commerce, hotel booking, and air ticketing.
- Contributed to brand identity design, helping to shape the visual direction for the company's branding and ensuring consistency across all digital and print materials.
- Created internal communication publications and advertising materials, including promotional designs for services and products, aligning with marketing strategies and brand objectives.

## Junior Designer

Solid Software Joint Stock Company

2012 - 2014

- Worked on website layout design and collaborated on creating user-friendly, aesthetically pleasing digital experiences.
- Designed various advertising assets such as banners, images, and logos for marketing campaigns, ensuring high-quality visuals aligned with brand guidelines.
- Designed media publications, including business cards, envelopes, and promotional materials, helping to maintain a consistent and professional 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*

Interviews, usability tests, heuristics, user journeys, benchmarks, analytics, wireframes, user flows, interactions, tokens, components, patterns, design systems, responsive layouts, illustrations, microinteractions.

### *Tools*

Figma, Abole XD, Photoshop, Illustrator, AI tool

### *Languages*

Vietnamese and English.