TRANG NGUYEN

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EXPERIENCE

Design Lead & Product Designer at DriveBuddy   Vancouver, Canada - January - April 2025

- Led the end-to-end design of a safety-focused driving companion app using agile development framework & Jira to assure efficiency and quality delivery under 4 months.
- Designed mobile signed up flows and interface, website admin flow and dashboard, and a unified UI kit, logo and brand guidline using Adobe softwares and Figma through sketching, wireframing, prototyping and user testing.
- Created all marketing assets including landing page using Figma, proposal deck using Indesign, and visuals including posters and videos to clearly communicate product value.

Co-PM & Product Designer at BodyBuddy   Vancouver, Canada - September- Dec 2024

- Co-directed product strategy and shaped an adaptive, motion-tracking fitness product, using Trello to streamline collaboration and deliver an MVP in under 4 months.
- Developed a robust UI system, website dashboard, workout flow, and progress-tracking experience using Figma.
- Enhanced team alignment and product usability by creating a scalable design system that improved clarity across all features.
- Designed end-to-end marketing collateral including a Figma-based landing page, an InDesign proposal deck, and promotional visuals such as posters to effectively convey the app's benefits.

Marketing Specialist at Amway   HCMC, Vietnam - June 2019 - December 2023

- Led brand marketing campaigns across multiple product lines, ensuring consistent messaging and strong visual identity across web, app, and promotional materials.
- Collaborated with cross-functional teams , managed and optimized multiple web and app experiences, improving user engagement, navigation clarity, and overall product performance.
- Collaborated with cross-functional teams (design, engineering, analytics) and used data insights (traffic, retention, click patterns) to propose UX improvements, contributing to increases in user participation and brand loyalty.
- Managed and optimized digital event products (web + app) to increase user engagement and streamline participant experience. Collaborated with global and local teams to launch UX improvements that boosted activation and brand visibility.

Assistant Event Manager at Triplex Solution   HCMC, Vietnam - June 2018 - June 2019

- Designed and executed event experiences for brands including Samsung and Apple, focusing on customer flow, spatial UX, and participant engagement touchpoints.
- Coordinated with vendors, production teams, and stakeholders to deliver high-quality experiences that met brand standards and user expectations, contributed to successful product launches, PR activities, and client activations.

SKILLS & CERTIFICATES

- **Design:** Figma, InDesign, Photoshop, Illustrator, Premiere, SketchUp, User Research, Usability Testing, Design System, Data Visualization, Typography, Responsive Web, App Design
- **Technical:** Wordpress, HTML, CSS3, Javascript
- **Collaboration:** Project Management, Agile Development, Jira, Slack, Trello

- Designing Accessible Components In Figma (LinkedIn - 2024)
- Accessibility for Web Design (LinkedIn - 2024)
- Foundation of UX design by Google (Cousera) (Coursera - 2023)

EDUCATION

Langara College, Canada   Jan 2024 - Apr 2025

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

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

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