

Profile

Product Designer with a business and marketing background—driving vision through validated insights, conceptual design, fast collaboration, and problem-solving that blends strategy with craft.

Currently based in Milan, Italy, and available to work remotely across European or North American time zones.

Certifications

Maven

Describe the ROI of Design

December 2024

Advanced Figma Training

March 2024

Product Strategy for Designers

April 2022

Google

Advanced Google Analytics

April 2018

Education

**Sauder School of Business,
University of British Columbia**

Bachelor of Commerce, Marketing

Sep 2013 – Jun 2016

Red Academy

UI/UX Design Diploma

Apr 2019 – Sep 2019

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Work Experience

MAKERSIGHTS

Product Designer

Jan 2022 – Current (Vancouver → Remote)

- Leading 0→1 design for a new LLM-powered product focused on synthetic consumer research for retail brands, through continuous discovery, systems mapping, conceptual design, and AI pattern exploration.
- Uncovered high-impact product opportunities, driving strategic ShapeUp decisions, by leading research and mapping the Opportunity Solution Tree.
- Increased customer retention, supporting renewals with Adidas, The North Face, and HOKA, by owning 80% of the redesigned platform experience.
- Strengthened team alignment, as reflected in faster cross-functional planning cycles, by co-facilitating workshops and leading product ideation.
- Improved delivery velocity and consistency, resulted in smoother dev collaboration and faster iteration loops, by defining design ops workflows and scaling the design system.

GRANTME

Lead UI/UX Designer

Jul 2020 – Oct 2021 (Vancouver)

- Improved student admission outcomes and raised NPS by 15% through leading end-to-end design of 45+ product solutions and tight collaboration with engineering, product, sales, and customer success.
- Increased user acquisition and conversion rates, by designing optimized flows for checkouts, landing pages, free trial and referral systems.
- Managed a junior designer and defined design processes, including whiteboarding, a new design system, and usability testing guidelines.

UI/UX Design Contractor

AEQUILIBRIUM

Jan 2020 – Apr 2020 (Vancouver)

- Delivered design solutions that enhanced the digital experience for credit union customers through cross-functional teamwork and client collaboration.
- Designed wireframes and prototypes informed by market and demographic research, conducted user testing to iterate designs, and created responsive specs for seamless developer handoff.

MODO

Mar 2019 – Jan 2020 (Vancouver)

- Redesigned key features of the carshare booking platform across devices using Ant Design system components and patterns.
- Conducted UX audits, user surveys, user flows, personas, and usability testing to improve the user experience.
- Advocated for user-centric design as the first UX/UI Designer, integrating design practices into the development process.

Specialties

Continuous discovery
Workshop facilitation
Systems mapping
Interaction design
Design system
Visual design
ShapeUp
Lean UX
Agile

Tech Stack

Design

Figma, Illustrator, Photoshop

Analytics

Google Analytics, Fullstory

Collaboration

Figjam, Google Suite, Slack,
Notion, Jira

Prototyping → Production

Lovable, Framer, Webflow

MODO

Marketing Specialist

Feb 2018 – Mar 2019 (Vancouver)

- Translated business and user needs into marketing solutions through cross-functional collaboration.
- Strengthened Modo's brand presence by designing print and digital materials for marketing campaigns.
- Enhanced Modo's WordPress website by revamping structure, visuals, and content for a better user experience.

CANADA GREEN BUILDING COUNCIL

Communications Designer

Jun 2017 – Feb 2018 (Vancouver)

- Revised the brand identity and designed marketing materials for 7 chapters across Canada that led to a more unified brand presence.
- Took the initiative to learn HTML5 and CSS to improve the user interface and content of various CaGBC's webpages.

UBC SAUDER SCHOOL OF BUSINESS

Marketing Designer & Coordinator

Aug 2015 – Sep 2017 (Vancouver)

- Executed the school's brand refresh, updating timelines, developing visual identity guidelines, and rebranding print and digital materials.
- Redesigned the look, feel, and information architecture for four graduate program career sites.
- Boosted Alumni Career Services engagement by 30% through integrated campaigns across email, social media, and landing pages.
- Streamlined campaign operations by managing timelines and coordinating creative assets for six graduate programs.