

Profile

Senior Product Designer with a business background. Driving vision through validated insights, conceptual design, rapid collaboration, and problem-solving that blends strategy with craft. Available to work remotely or open to relocate.

Specialties

Workshop facilitation
Continuous discovery
Systems mapping
Design system
Interaction design
Visual design

Certifications

Maven

AI Product Design
Describe the ROI of Design
Advanced Figma Training
Product Strategy for Designers
Apr 2022 - Sep 2025

Education

Red Academy

UI/UX Design Diploma
Apr 2019 - Sep 2019

Sauder School of Business, University of British Columbia

Bachelor of Commerce
Sep 2013 - Jun 2016

Contact

+39 324 863 0631
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[linkedin.com/in/lyhuongvu](https://www.linkedin.com/in/lyhuongvu)

Relevant Experience

AVYLAB

Founder & Product Builder

Apr 2026 - Present (Milan)

- Building an avalanche judgment training platform for backcountry enthusiasts, addressing the decision-making gap that causes poor calls in the field.
- As the sole operator, orchestrating research, design, development, GTM strategy through an agentic AI workflow.

MAKERSIGHTS

Senior Product Designer

Jan 2022 - Apr 2026 (Vancouver → Remote)

- Designed a 0→1 product for LLM-powered synthetic research, through continuous discovery, systems mapping, and AI pattern exploration.
- Shaped strategic product decisions with PMs by leading research, collaborating with the customer team and mapping high-impact opportunities.
- Increased customer retention, supporting renewals with Adidas, The North Face, and HOKA, by owning 80% of the redesigned platform experience.
- Improved delivery velocity by defining design ops workflows, managing timelines, and scaling the design system – resulting in faster iteration loops.

GRANTME

Lead UI/UX Designer

Jul 2020 - Oct 2021 (Vancouver)

- Raised NPS by 20% by leading end-to-end design of 45+ product solutions while collaborating across engineering, product, sales, and customer success.
- Managed a junior designer and established design processes including the creation of a design system.

AEQUILIBRIUM

UI/UX Design Contractor

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 research, conducted user testing to iterate designs, and created responsive specs for seamless developer handoff.

MODO

UI/UX Design Contractor

Mar 2019 - Jan 2020 (Vancouver)

- As the first UX/UI designer at Modo, introduced and integrated design practices into the development process – redesigning key features of the B2C carshare booking platform across devices.
- Conducted UX audits, user surveys, user flows, personas, and usability testing to improve the user experience.

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MODO

Marketing Specialist

Feb 2018 - Mar 2019 (Vancouver)

- 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 the CaGBC's various 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.