

## 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. Currently based in Milan.

## 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  
ly.vu.connect@gmail.com  
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 with Claude Code.

### 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.