
RELEVANT EXPERIENCE

Ten Thousand Coffees (10KC)

Product Designer II

Aug. 2021 – Present

Vancouver, Canada (Remote)

- Solo designer at Canada's fastest growing B2B SaaS startup (120% YoY growth, \$56M valuation); design software for 50+ enterprise clients (GE, Nike, JPMorgan, etc) to build and deploy mentorship experiences to 10k+ users
- Partner with 3 cross-functional teams (1 PM, 1 EM, 5 engineers, 1 PMM, 3 customer success) to build, ship and market products and features aligned to company verticals of data integrations, market validation, and self-serve tools
- Designed 2 critical flows to streamline and scale the user experience that resulted in \$250K+ net new sales revenue
- Created Profile Sync Manager tool to automate data integration, reduces client onboarding time by 70% from 50 to 15 hours
- Redesigned core flows of the Mentorship Program Builder to be more self-serve so clients could deploy new mentorship programs in 2 weeks instead of 2 months
- Led design and research for new product line "Evergreen Mentorship Program" that delivers on-demand mentorship experiences at scale; launched MVP to 2k+ employees at New Balance, Splunk, and KFC
- Created new design and development processes to drive alignment and improve communication across product, design and engineering; implemented standards for internal design sprints, workshops and brainstorming, product QA reviews, and design polish to have a structured approach across workstreams
- Conduct quarterly usability testing sprints with the 10KC user community to ensure we are always putting our users first and leading with empathy in our product roadmap
- Partner with product marketing to create enablement materials for GTM launches and collaborate with customer success run product demos to drive business expansion with high-value clients (BMO, RBC)
- Maintain 10KC's design system and principles to ensure visual cohesion and quality for the 10KC app
- Promoted to Product Designer II from Product Designer in August 2023

D3 Security Management System

Product Designer

Jan – Aug. 2021

Vancouver, Canada

- Collaborated with design, engineering, product and technical support to build and ship products across D3's Cyber Security and Physical Security verticals
- Reduced investigation time by half from 2 hours to 1 hour by redesigning new navigation flow for Cyber Security management tool and unifying multiple features into a single cohesive interface to streamline product architecture
- Designed and shipped a Content Management Service for security officers to deploy operations manuals to security officers, ensuring operational efficiency and safety at public sites (parks, hotels, buildings, etc). Feature was originally built for Disney Shanghai, and was later adopted by all of D3's Physical Security clients
- Created D3's first content style guide and technical glossary to maintain cohesion across UX copywriting; achieved 100% adoption across design and copywriting teams and decreased time spent per document by 4x
- Kickstarted usability testing program with internal and external security analysts to obtain actionable feedback; conducted 10 usability tests over 2 weeks, presented insights to executives to inform product roadmap and created user-testing plans and scripts to empower other team members

NYC Mayor's Office for Chief Technology Officer

Product Designer Intern

Nov. 2020 – Jan. 2021

Vancouver, Canada (Remote)

- Conducted discovery research & usability testing for the digital service finder for elderly New Yorkers to empower elderly citizens with access to services; increased coverage by 10x from 20 to 200+ senior centers during the pandemic
- Designed and edited NYC Government's Internet of Things Strategy—a publication on NYC's IoT landscape offering and guidelines for designing safe and transparent IoT infrastructure used by 20+ organizations (Microsoft, IBM, etc...)

Emily Carr University of Art + Design

Web Designer

Sep. 2018 – Aug. 2020

Vancouver, Canada

- Partnered with a developer to design and launch Emily Carr University's first ever digital graduate showcase that is now an annual tradition; enabled 200+ graduates (80% adoption rate) to showcase their thesis projects

EDUCATION / SKILLS

Emily Carr University of Art + Design, B.S. in Interaction Design

Vancouver, Canada

Software & Tools: Figma, Sketch, Adobe CC, ChatGPT, Hubspot, Amplitude, PostHog, HTML/CSS, Webflow, Framer

Language: English (fluent), Vietnamese (native)