

NHI NGUYEN

Dallas, TX | tntnguyen715@gmail.com | Phone by Email Request | in/nhiux/ | nhiux.com

SUMMARY

Experienced customer-focused professional with 11+ years in the service industry and 4+ years as a Product Designer. I help companies define product strategies to balance users' needs and business goals. I'm recognized for my creative problem-solving approach characterized by a people-first mindset, and I thrive in collaborating with cross-functional teams to deliver impactful solutions.

EDUCATION

B.S. General Studies concentrated in Marketing & Graphic Design | University of Central Oklahoma, Oklahoma
User Experience Design Immersive | Certificate | General Assembly, Remote

Skills: User Research · UI Design · Business & Product Strategy · Data Analysis & Synthesis · Information Architecture · Ideation · Wireframing · Prototyping · Journey Mapping · Usability Testing · Site Mapping · UX Audits · Visual Design · User Behavior Analysis · Product Consultation · Product Vision & Road mapping · HTML/CSS Fundamentals · Figma · Adobe Creative Suite · Webflow · Optimal Workshop · Familiar with PM, Analytics & Conversational AI tools

EXPERIENCE

Co-founder & Head of Product | BeeHere Inc., USA, Remote April 2025 - Present

- Leading the vision, strategy, and roadmap for a Restaurant AI Marketing Agent platform, guiding cross-functional collaboration to deliver data-driven experiences that connect restaurants and diners.
- Overseeing project planning, team operations, and restaurant partnership development from early concept to pilot readiness, connecting BeeHere's roadmap to market validation and launch milestones.
- Managing Agile workflows and continuous discovery, adapting to shifting priorities, and leveraging research insights to inform product direction and product market fit.

Product Designer Consultant | Jinn Labs AI & MyGymBuddy, USA, Remote March 2025 - Present

- Collaborated with founders and engineers as the lead designer to design and execute new innovative products from idea generation to implementation.
- Led design strategies to produce user-centered design solutions using Figma and conversation AI tools to achieve go-to-market business goals.
- Designed cross-platform experiences and iterated quickly for native mobile, web app, and tablet, while ensuring core functionalities work seamlessly.

Lead User Experience Designer | Together for Choice, Las Vegas, NV Aug 2024 - Feb 2025

- Improved average session duration by 44% and reduced bounce rate by 16% with a more compelling landing page to better communicate values.
- Led a comprehensive redesign, optimizing the user journey to boost membership and donation growth.
- Analyzed research data and translated it into actionable insights to produce high-fidelity mockup of solutions.

Lead User Interface Designer | DDRM Sleep Dentist CRM, Austin, TX Aug 2023 - June 2024

- Established a unified design system that improved visual consistency, usability, and scalability across the CRM, increasing user satisfaction by 67% and streamlining developer handoffs.
- Collaborated with the cross-functional team in an Agile environment to refine the product design strategy, resulting in boosting task completion rates by 86%.
- Optimized task flows for users to manage referrals and relationships between dentists and doctors efficiently, significantly contributing to user acquisition and adoption.

UX Designer & Webflow Developer | Vibrancy Digital LLC, Oklahoma City, OK. Feb 2023- Aug 2024

- Partnered with clients to define growth strategies and enhance visibility through user-centered design.
- Translated complex business requirements into actionable design solutions and Figma prototypes to effectively communicate design changes and recommendations to clients.
- Owned the product design lifecycle from research and strategy through design execution and development to align outcomes with business goals and user needs.

References available on request and on nhiux.com