

## NHI NGUYEN

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### SUMMARY

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Experienced customer-focused professional with 11+ years in the service industry and 4+ years as a Product Designer. I help companies define product strategies that bridge the gap between real-world user experiences and business goals across various industries; including healthcare, AI retail security, non-profit and hospitality restaurant tech. I'm recognized for my creative problem-solving approach characterized by a people-first mindset, and I thrive when collaborating with cross-functional teams to deliver impactful solutions.

### EDUCATION

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**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

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**Co-founder | BeeHere Inc., USA, Remote** June 2025 - Present

- Overseeing engineers and guiding cross-collaboration in an Agile development environment to build BeeHere Eats, a local food, offers and specials recommendations and restaurant marketing platform.
- Leading an iterative design process by utilizing user research methodologies and design best practices for mobile and web to inform product direction.
- Creating wireframes and interactive prototype solutions in Figma based on user needs, business objectives, accessibility guidelines and technical requirements.

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

- Collaborated cross-functionally with founders and engineers, owning the end-to-end design process from gathering insights and design strategy to implementation for early-stage startups.
- Led design strategies to create user-centered solutions for an AI-driven platform across native mobile, web app, and tablet; as well as a health and fitness mobile-first application.
- Translated complex data intelligence into intuitive dashboards and optimized interactions for Jinn Labs' AI-first chat interface, enhancing decision-making and reducing cognitive load for end users.

**Lead UX Designer | Together for Choice, Las Vegas, NV** Aug 2024 – May 2026

- 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 Figma mockup of solutions, increasing the search in the housing directory and organization database experience.
- Optimized visual and information hierarchy to align with WCAG standards, raising accessibility score from 67%-96% and reducing bounce rate by 16%.

**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 to 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.