

NHI NGUYEN

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Product designer with 3+ years of experience collaborating with cross-functional teams to deliver impactful design solutions from zero to one across responsive platforms. Skilled in navigating ambiguity, solving problems with a people-first mindset and defining product strategies to bridge the gap between users and objectives.

EDUCATION

University of Central Oklahoma – *Bachelor of Science in Marketing & Graphic Design*

General Assembly – *500+ hours Certificate, User Experience Design and Research Immersive*

SKILLS

UX, Product Design & Research – User research, user centered design, business & product strategy, data analysis & synthesis, Information architecture, wireframing, prototyping, journey mapping, usability testing, visual design, user behavior analysis, product roadmapping, analytics integration, responsive design, contextual inquiry, persona development, storyboarding

Design Tools – Figma, Webflow, HTML/CSS fundamentals, Adobe Creative Suite, Generative AI

EXPERIENCE

BeeHere Eats / Founding Lead, Product Designer

July 2025 - Present

- Leading an iterative design process from initial discovery to final delivery for local food, specials and offers recommendations mobile app along with a restaurant portal.
- Empowering restaurant owners to efficiently manage marketing campaigns and multiplatform posting with one click.
- Aligning cross-functional teams with product roadmap, user journey mapping and translating workflows into intuitive Figma designs.
- Leading usability testing sessions for a mobile application and collaborating with engineers to make improvements based on user feedback.

Together for Choice / Lead, UX Designer

August 2025 - August 2026

- Led a redesign to enhance user experience that helps boost membership and donation.
- Improved internal workflow and organizational outreach with CRM to manage content, housing data, memberships, resources, and future conferences.
- Delivered a human-centered design solution with clearly defined user personas and user journeys across responsive platforms.
- Increased accessibility score by meeting WCAG standards and improved brand consistency through visual hierarchy with Figma.

Jinn Labs AI / Product Design Consultant

January 2025 - June 2025

- Led design strategies to create user-centered solutions for an AI-driven platform across native mobile, web app, and tablet.

- Translated AI-native vision data into intuitive dashboards and optimized interactions for AI-first chat interface, enhancing decision-making and reducing cognitive load.
- Collaborated cross-functionally with founders and engineers to enhance user experience for Dashboard, Security, Inventory, Customers and Employee Productivity.
- Championed for a human-centered and data-driven design, prioritizing usability test insights to shape product directions.

DDRM Sleep Dentist CRM / Product Designer

August 2023 - October 2024

- Introduced a scalable design system that improved visual and brand consistency.
- Collaborated with the cross-functional team in an Agile environment to refine the product roadmap, boosting development productivity and handoff efficiency.
- Optimized work flows for Manage Referral, helping Dentist to Doctor relationship management for mobile-first application.
- Delivered an enhanced mobile user experience by implementing mobile-first design best practices and simplifying complex workflows into intuitive hi-fidelity Figma designs.

MyGymBuddy / Junior Product Designer

December 2022 - May 2023

- Influenced cross-functional team collaboration with FigJam and brought awareness to user-centered design standards.
- Refined user experience with intuitive Figma redesign solutions for Gym Discovery, Purchase Pass, Buddy Request, and Fitness Profile.
- Assisted cross-functional team with continuous usability testing on Testflight mobile application and iterated based on insights.
- Contributed to product execution at an early stage through clear communication with founder, engineer and lead designer.