

# NHI NGUYEN

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Product designer with 3+ years of experience working closely with early stage cross-functional teams to ship impactful design solutions from 0-to-1 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, User Experience Design and Research Immersive Program

## SKILLS

**UX Design & Research** – User Research • User-Centered Design • Data Synthesis • Information Architecture • Wireframing • Prototyping • Journey Mapping • Usability Testing • Visual Design • User Behavior Analysis • Product Roadmapping • Analytics Integration • Responsive Layout Design • Persona Development • Storyboarding • Accessibility (WCAG)

**Design Tools** – Figma • Webflow • HTML/CSS Fundamentals • Adobe Creative • Generative AI

## EXPERIENCE

### Founding, Product Designer / BeeHere Eats

*July 2025 - Present*

- Led an iterative, 0-to-1 design thinking process from initial discovery to a shipped product for a local food, specials, and offers recommendation mobile app.
- Designed and shipped a merchant web app to empower restaurant owners to efficiently manage marketing campaigns and multiplatform posting with one click.
- Aligned cross-functional teams with product roadmap, user journey mapping, storyboarding and translating workflows into intuitive Figma layouts.
- Led usability testing sessions and collaborated closely with engineers to deploy improvements and remove frictions for end users during testing.

### Lead, UX Designer / Together for Choice

*Contract, August 2025 - August 2026*

- Launched a responsive end-to-end redesign to production, enhancing user experience to help boost membership signups and donations.
- 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 adhering to WCAG standards and improved visual consistency using Figma variables.

### Product Design Consultant / Jinn Labs AI

*Contract, 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 complex AI-native vision data into intuitive dashboards and optimized interactions for AI-first chat interface to reduce cognitive load.
- Collaborated cross-functionally with founders and engineers to enhance user experience for Dashboard, Security, Inventory, Customers and Employee Productivity.
- Advocated for human-centered and data-driven design, prioritizing usability test insights to shape product direction.

### **Product Designer / Dentist to Doctor Relationship Management (DDRM)**

*Contract, 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 Referrals and Activity, streamlining Dentist to Doctor relationship management for a native iOS mobile application.
- Delivered an enhanced mobile user experience by implementing mobile-first design principles and simplifying workflows through wireframing and high-fidelity mockups.

### **Junior Product Designer / MyGymBuddy**

*Contract, December 2022 - May 2023*

- Influenced cross-functional team collaboration with FigJam and brought awareness to user-centered design standards.
- Defined user journeys and created high-fidelity Figma designs for Gym Discovery, Purchase Pass, Buddy Request, and Fitness Profile.
- Collaborated with a cross-functional team to conduct 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, engineers and lead designer.

## **SELECTED PROJECTS**

### **Better Money Habits Case Study / General Assembly UX Design & Research Program**

*Lead UI Designer, Team of 3*

- Designed a gamified financial-literacy app, utilizing behavioral design principles to transform complex financial concepts into digestible, highly engaging learning modules.
- Spearheaded the design strategy on a 3-person team, leveraging user research to clarify an ambiguous problem space and define product direction.
- Built a component library using variables to create a functional prototype in Figma.
- Mapped and designed end-to-end user experiences for 3 task flows (Onboarding, Game Lessons, Rewards), focusing on removing friction across core interactions.