

Thy Nguyen

Product Designer

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SUMMARY

Product designer who turns complex systems into clear, intuitive experiences. At U.S. Bank I led onboarding redesign for products used by millions, improving adoption, engagement, and early retention. I care about the details that make a product feel right and the systems that make it scale.

PROFESSIONAL EXPERIENCE

Product / Experience Designer

Aug 2020 – Apr 2025

U.S. Bank

- Redesigned onboarding for checking and credit products used by millions, resulting in 19% higher console return rate, 15% better discoverability, and 10% growth in feature adoption within 90 days.
- Reshaped a fragmented onboarding experience into a scalable system through journey mapping and information architecture, spanning first login, reengagement, and completion across responsive mobile and web surfaces.
- Managed stakeholder relationships across product, engineering, and research; led discovery, defined requirements, validated solutions through usability testing, and shipped data-informed decisions to senior leadership.
- Contributed reusable patterns and accessible components to the design system, improving consistency and reducing engineering effort across teams.

UX Designer

Aug 2018 – Oct 2019

Apple, FileMaker Division

- Implemented system-level, WCAG-accessible UI components in Xcode with engineering, reducing design-to-development handoff friction across a complex enterprise product.
- Created wireframes and information architecture for complex data workflows, translating technical constraints into intuitive interfaces that balanced functionality with visual clarity.
- Validated design concepts through rapid prototyping, A/B testing, and usability testing with real users, improving workflow clarity across enterprise features.

Visual Designer / UX Designer

Feb 2015 – May 2018

Tandon Group

- Designed branding, marketing, and digital experiences across multiple brands. Built e-commerce solutions that improved customer engagement and brand consistency.

Visual Designer

Jan 2014 – Dec 2015

Danzia

- Created digital marketing assets, web content, and brand visuals. Delivered quality work under tight timelines and within budget.

SKILLS

Design

Interaction Design · Visual Design · Design Systems · Wireframing · Information Architecture · Prototyping · User Research · Usability Testing · Journey Mapping · Accessibility · Data-Informed Design

Tools

Figma · Framer · Sketch · Adobe Suite · Cursor · Replit · Jira · Confluence

AI

AI Prototyping · Prompt Engineering · Responsible AI

EDUCATION

BA, Design Studies · San Jose State University · 2015

AA, Liberal Arts · De Anza College · 2012

Nanodegree, UX Design · Udacity · 2022

UserZoom Platform Essentials · UserZoom Academy · 2023

LANGUAGES

English (Fluent) · Vietnamese (Fluent)

VOLUNTEER

Marketing Manager / Designer · Project by Project 2018–2020

Led design and mentored contributors on campaigns addressing social issues affecting the AAPI community.