

Danny Nguyen

Versatile design, product, and operation executive with more than 10+ years of experience defining and articulating product vision for mobile and web applications. Collaborative leader who has partnered with business and development teams to create relevant features and elevate design, usability, and functionality. Strategic manager focused on establishing design methodology and brand standards that ensure successful delivery and seamless customer experience.

Contact Information

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Education

Bachelor of Science in Computer Information Systems

Louisiana State University Shreveport

Core Skills

- UI/UX Management
- Design Strategy
- Operations and Workforce Management
- Agile Methodologies (e.g. Scrum and Kanban)
- Design Language Systems
- Project Management
- Enterprise Applications
- Digital Transformation

Technical Skills

DESIGN TOOLS

- Figma
- Sketch
- InVision
- Zeplin
- Photoshop
- Illustrator
- InDesign
- Whimsical

WEB DEVELOPMENT

- CSS
- HTML
- JQuery
- LESS/Sass
- Bootstrap
- ASP.NET

PROGRAMING/DRC

- Java
- SVN
- TFS
- GIT

Work Experience

May 2022 – Present

Dallas, TX

Country Manager, Vietnam and VP, Product Experience Aperia

Oversaw operations of three offices located in Ho Chi Minh City and Da Nang, managing over 350 multi-functional employees across administrative, operations, technical, and creative teams. Focused on optimizing people, process, and technology to evaluate and enhance organizational productivity. Led the design vision and strategy, and collaborated with product management and engineering teams to ensure the feasibility and quality of product designs.

- Fostered a culture of collaboration, mentorship, and professional development to drive employee engagement and retention.
- Mentored and developed leaders to improve their capabilities and align with the organization's goals.
- Worked closely with senior leaders to identify areas of improvement, streamlined reporting lines, and eliminated redundancy to create a more effective and efficient org structure.
- Championed Design Thinking to increase team efficiency and collaboration, while also identifying and promoting leaders within the design team. Mentored designers on career development and growth to cultivate a high-performing and skilled design team.

Aug 2019 – May 2022

Dallas, TX

VP, Product Innovation and Design Aperia

Led the expansion of a multi-functional team of over 40 UI/UX designers, graphic designers, and front-end developers. Managed workflow, implemented performance management processes, and mentored team members. Spearheaded Agile transformation across the organization as the leader of the Agile Practice group. Mentored and guided a team of 5 Scrum Masters and one Agile Coach, ensuring adherence to Agile principles and best practices.

- Acted as a conduit between technical and creative teams, enabling seamless communication and collaboration to ensure successful project delivery.
- Championed the adoption and implementation of Agile methodologies, specifically Scrum, resulting in improved team collaboration, increased productivity, and better project outcomes.
- Led the creation of a comprehensive learning and career pathway program designed to promote employee growth and development. Collaborated with cross-functional teams and key stakeholders to identify areas of development and opportunities for advancement. Fostering a culture of innovation and continuous learning.
- Directed the expansion of various design systems and UX guidelines, resulting in improved consistency and usability across multiple products and projects.

Feb 2019 – Aug 2019

Plano, TX

Senior Manager, Digital Transformation Wipro

Collaborated with cross-functional teams of consultants to deliver innovative solutions

Awards

2012 Silver ADDY Award

American Advertising Federation of Shreveport-Bossier City

2009 Bronze ADDY Award

American Advertising Federation of Shreveport-Bossier City

Work Experience Continued

that enabled Fortune 500 companies to accelerate their digital transformation, solve complex business challenges, and achieve their strategic goals. Played a key role in the development and implementation of change management strategies, enterprise training programs, and design augmentation initiatives.

- Managed budgets, timelines, and resources, using user-centered agile project management methodology to ensure timely delivery and quality outcomes.
- Designed and implemented go-to-market strategies for digital products and services, leveraging market research, customer insights, and competitive analysis to identify target segments, value propositions, and pricing models.
- Led a global team of 5 design consultants and managed design processes, providing guidance, mentorship, and feedback to designers and other stakeholders to ensure successful project outcomes and continuous improvement in design quality.

Feb 2016 – Feb 2019

Dallas, TX

Director of Design Aperia

Led a team of 15 UI/UX professionals both in the U.S. and internationally, providing innovative and efficient solutions for financial services firms in the payment space. Identified design problems, devised data-driven solutions, and successfully delivered complex applications. Partnered with product engineering, development, and executives to make decisions on relevant technologies, enhancements, and new features that achieved client goals.

- Built an international multi-disciplined UI/UX team. Defined roles, job descriptions, hired, mentored, as well as established SOPs. Within a year, had a fully-functional team of 15 designers and front-end developers successfully creating elegant product solutions.
- Established and ran a design review committee comprised of various functional roles that were responsible for ensuring design changes were consistent across company products and identifying opportunities for improvement.
- Drove design strategy and vision for the development of a unified design language system supporting a diverse set of software solutions. Researched and defined common product elements to establish singular patterns, while also creating SOP for accessing, updating, and maintaining design elements. The design system drastically improved efficiency and accuracy in design and development, resulting in substantial savings for maintenance and implementation costs.
- Directed a team of 4 to design a \$5.5 million application that automated client's manual/paper onboarding process. Conducted client whiteboard sessions, established overall direction, and set up comprehensive design language. The new application significantly increased the number of merchants onboarded monthly increasing revenue while simultaneously decreasing costs through automation.

Sep 2015 – Feb 2016

Dallas, TX

Lead UI/UX Designer Aperia

Turned complex business requirements into simple and elegant high-fidelity visual designs and interaction flows by understanding and anticipating the underlying goals and needs of the user.

- Led redesign of outdated FoxPro-based merchant onboarding suite to address widespread functionality and compatibility issues. Turned around a long-delayed \$13 million project in 3 months by redefining business requirements, establishing pattern designs, and working closely with development and QA teams. Greatly improved onboarding and retention. The overall project was deemed a huge success by the client, which brought additional follow-up projects.
- Presented multiple product directions options to stakeholders, highlighting the recommended version and the rationale behind it.

Work Experience Continued

- Led client design meetings to gather business requirements, suggested improvements, and evaluated how features would fit into and impact the overall product.

○ Mar 2014 – Aug 2015

Plano, TX

UI Designer Alkami Technology

Facilitate product vision by conceptualizing, researching, wireframing, and prototyping user experiences for digital banking and financial solutions. Designed and developed custom themes for 20+ clients and new business development efforts. Created new features based on client requests and internal business roadmaps.

- Ensured quality control for all product standards, branding, and functionality.
- Collaborated with development and QA teams on low and high-fidelity designs to identify and address usability gaps.
- Iterated on the designs based on feedback, unplanned changes in requirements, and technical limitations.

○ Aug 2012 – Mar 2014

Frisco, TX

Web/Mobile Designer and Developer ThirdCorner

Designed custom web applications and static and e-commerce websites for healthcare, automotive, and energy clients. Managed and worked on multiple projects while working directly with clients and other developers.

- Presented business cases and prototypes to executives for new technologies leading to the adoption of Bootstrap and LESS, allowing for better development flexibility and faster implementations.
- Developed websites using proprietary CMS and web applications in an ASP.NET MVC environment.

○ Aug 2010 – Aug 2012

Shreveport, LA

Application Designer Falcon Applications

- Designed and developed mobile applications and static and e-commerce websites for clients.
- Designed logos, corporate identity, and marketing materials for clients.
- Worked closely with clients on developing social media, e-marketing, and SEO strategies.