

Thy Nguyen

Product Designer

tdesigns.net | linkedin.com/in/teawin | 408 854 0324 | teawin124@gmail.com

SUMMARY

Product designer with range across consumer and enterprise experiences, from discovery through production quality UI. At U.S. Bank, owned design for the onboarding system used by millions of customers, partnering closely with product managers, engineers, and researchers to drive 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 to Apr 2025

U.S. Bank

- Designed U.S. Bank's first login onboarding experience, introducing new customers to key setup tasks at first login; lifted onboarding task completion 18%, digital feature activation 12%, and reduced 90 day churn 11%.
- Extended onboarding into a persistent widget and console experience, including dashboard design for the customer facing widget, bringing customers back to finish what they had skipped; drove 19% higher console return rate, 15% better discoverability, and 10% feature adoption growth.
- Partnered with product managers, engineers, and researchers from discovery through delivery, validating decisions through usability testing and product analytics and presenting data informed recommendations to senior leadership.
- Built new components for U.S. Bank's cross platform design system spanning web and native, enabling consistent, accessible experiences bank wide.

UX Designer

Aug 2018 to 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.
- Redesigned the Import Field Mapping dialog for FileMaker 18 to surface source and target fields side by side, reducing mapping errors, and designed the selection and preview experience for Add on Tables, a new feature in FileMaker 19.
- Created wireframes and information architecture for complex data workflows, translating technical constraints into intuitive interfaces that balanced functionality with visual clarity.

Visual Designer / UX Designer

Feb 2015 to May 2018

Tandon Group

- Delivered marketing and brand design across Tandon Group's portfolio of companies, including Infinx (healthcare revenue cycle), Syrma (electronics manufacturing), and Isharya (modern Indian jewelry), spanning event brochures and banners, infographics, icon sets, and templates.
- Designed UI/UX for web and application products across the portfolio, including dashboard design for a client application.

Visual Designer

Jan 2014 to Dec 2015

Danzia

- Served as the sole designer for Danzia, a dancewear company, owning everything from marketing assets to the design and build of their app and website.

VOLUNTEER EXPERIENCE

Marketing Manager / Designer

2018 to 2020

Project by Project

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

SKILLS

Design: Interaction Design, Visual Design, Design Systems, Wireframing, Information Architecture, Prototyping, User Research, Usability Testing, Journey Mapping, Accessibility (WCAG), 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)