



Nguyen Thi Bich Thuan (Mei), Sr. Product Designer

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Work Experience

SieuViet Group Senior Product Designer

Jobseekers platform - vieclam24h.vn

OCT 2024 - PRESENT

MAU: 50.44K | Conversion Rate (CR): 20.82%

Achievements: Enhanced user experience on desktop and mobile web, Unified user profile that helps increase CV access by 8.4% and job applications by 5% within one month.

- Took ownership of the entire user experience on the platform.
- Conducted user research and data analysis to identify design opportunities and inform decisions.
- Built and maintained a design system for desktop and mobile platforms.
- Facilitated design reviews and user testing sessions to gather feedback and refine solutions.
- Collaborated with cross-functional teams to define requirements and create wireframes, user flows, prototypes, and high-fidelity mockups.
- Partnered with developers to ensure accurate implementation and adherence to accessibility standards.
- Leveraged Clarity and Mixpanel for data-driven design decisions.

Firegroup Senior Product Designer

Shopify App (Saas) - Truprofit.io

APR 2023 - OTC 2024

MAU: 4.8K | Gross Revenue: \$119,766 (monthly)

Achievements: Revamped the COGS and shipping cost settings experience, reducing support tickets by 83%, cutting setup time from 8 to 4.3 minutes, and boosting conversion rate from new to paid users by 5%.

- Built and maintained a design system using Shopify Polaris.
- Designed wireframes, prototypes, and visual designs for the Shopify web application.
- Conducted usability testing and iterated designs based on user feedback.

Education

Nha Trang University

BSc - Information Technology

AUG 2013 - AUG 2017

Skills

- User Research
- Interaction Design
- Visual Design
- User Testing
- Adaptability and Continuous Learning
- Design thinking
- Problem solving
- Teamwork
- Agile
- HTML/CSS
- BPMN (Business Process Modeling Notation)

Tools

- Figma
- Adobe Creative Suite
- Useberry/Maze (user research)
- Mirro
- Mixpanel
- Clarity/Hotjar

- Collaborated with stakeholders to align designs with customer and business needs.
 - Worked closely with developers to ensure accurate implementation and accessibility compliance.
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PayME Technology Corp Lead Designer

PayME E-wallet - Fintech

APR 2022 - APR 2023

Achievements: Launched a new e-wallet app version and PayME POS, collaborated with banks to deliver a loan flow, and received positive feedback; introduced design thinking to the design team.

- Led a team of six, including UI/UX designers, a UX writer, a motion designer, a graphic designer, and an artist.
 - Established workflows for the design team and cross-functional collaboration.
 - Defined a design roadmap aligned with the product roadmap.
 - Partnered with marketing to develop branding identity, guidelines, and tone consistent with product strategy.
 - Mentored junior UI/UX designers, fostering design thinking and a growth mindset.
 - Designed user flows and wireframes for the mobile app.
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Zoop care UX Designer

bewell app - Healthcare

APR 2021 - APR 2022

Achievements: Launched a new version of the Bewell app and initiated a Home Doctor service project.

- Designed wireframes and prototypes for the mobile app.
 - Conducted user research and data analysis to establish user personas and identify design opportunities.
 - Mentored a junior UX designer.
 - Performed usability testing and refined designs based on feedback.
 - Collaborated with UI designers and developers to ensure accurate implementation and accessibility standards.
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Tecnological Asia Co.,Ltd UI/UX Designer

Internal tools (Docs-hub web and App to inform status of work)

SEP 2019 - APR 2021

- Created wireframes, user flows, and visual designs for mobile and web platforms.
- Conducted usability testing and iterated designs based on internal user feedback.
- Collaborated with developers to ensure accurate implementation and accessibility standards.
- Worked with stakeholders to address user pain points and improve workflows.

Acexis JSC UI/UX Designer

Healthcare System (Pharmacy Management, Dentist Web App, Healthcare Translation Web App)

MAR 2016 - SEP 2019

- Designed wireframes and visuals for healthcare applications.
- Mentored junior designers.
- Conducted usability testing and refined designs based on feedback.
- Collaborated with developers to ensure accurate implementation and accessibility compliance.
- Addressed business needs through stakeholder communication.