Duncan Nguyen

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Summary

As a hand-on designer with over **10 years of experience** in digital product design, I possess a diverse skill set in design leadership, UX/UI design, design systems, and user research. I have experience working on both mobile and desktop platforms, in both B2B and B2C environments.

✔ Involved in over 30 projects in FinTech, MusicTech, E-Commerce, Travel & Booking, Health & Fitness, etc.

✔ Notable products and clients: **Kone Web**, **Multitude SweepBank App**, **Tallink Silja Mobile Booking Service**, **Yle Uutisvahti App** all have reached millions of users with high ratings, and won several design awards.

Experience

CX Lead
Wunderman Thompson Finland
May 2023 - Now

Wunderman Thompson is a creative agency with a staff of 20,000, operating in 90 markets worldwide. Our team combines creative storytelling, diverse perspectives, inclusive thinking, and highly specialized vertical capabilities to drive growth for our clients.

Our clients include both local Finnish and international brands such as Nestle, Volvo, Nokia, Kone, Outokumpu, and more

My duties:

✔ Elevating UX/CX in Web environment, E-Commerce, B2B, B2C
✔ Planning and executing brand strategy.
✔ Advocating and managing Design Systems.
✔ Conducting design workshops and design sprints.

Freelance Consultant
duncannguyen.com
Mar 2023 - Now

I'm providing consultancy services for every aspects of digital service design.
My current customers are active in FinTech and E-Commerce with both mobile and desktop environment.

Senior Product Designer
Utopia Music
Aug 2021 - Feb 2023 (1 year 7 months)

Utopia Music is a Swiss Music fintech company levelling up the Music Industry through clear, transparent, and reliable data-based solutions. 800 Music Tech professionals; Offices in 10 countries; 213BN consumption data points, collected over 6 years from 100K+ data feeds; 10 patents pending; 6M+ copyrights represented.

As a senior product designer, I was responsible for Utopia Investor Services - our **B2B SaaS investment product** for music copyright investors. It served our customers in analysing and predicting music catalog's performance before making investment decision.

I also played a key role in developing and implementing Utopia Design System, which helped to improve the consistency and efficiency of our **7 different product teams** with **12 designers**.

UX Lead
Multitude
Nov 2017 - Jul 2021 (3 years 9 months)

Multitude was founded in 2005 in Finland, it is a fully regulated growth platform for financial technology. Multitude and its independent units employ over 700 people in 19 countries, and they together generated EUR 214 million turnover in 2021.

As the lead UX designer and design system owner, I was involved in exploring and designing new financial products, validating business concepts, and organizing available design resources (UX, UI, user research, and marketing) within the group.

I have achieved several key milestones:

✔ Successfully launching a brand new Multitude - SweepBank in 4 countries (2021), **200k+ downloads**, **average 4 stars app rating**.

✔ Establishing the Sweep Bank brand, as a whole, with a well-designed brand image and user experience.

✔ Mentoring and training **4 designers**, facilitating their professional growth and success.

Visual Designer

Qvik

Apr 2012 - Oct 2017 (5 years 7 months)

Qvik is consultant agency that is operating in Finland and Sweden, with proven 15 years of experience and over 100 professionals.

Specialised in mobile applications and responsive web, I was responsible for crafting user interface, prototypes, visual assets, collaborating with developers, exploring and validating concepts with UX designers and stakeholders in **over 20 projects in e-commerce, travel & booking, health & fitness, game, etc.** .

My notable products with **Tallink Silja, Yle, ABB** all have reached millions of users with high ratings, and won several Finnish design awards (**Grand One '14, Blue Arrow '16**).

Data Collector and Visualizer

The Informed Sources Group

Feb 2012 - Apr 2012 (2 months)

As a data collector for a market research company, I was responsible for gathering and recording data from over 50 fuel stations in Helsinki metro area.

This included conducting surveys, interviews, and focus groups with consumers, as well as collecting data from online sources and databases. I was skilled at accurately and efficiently collecting and organizing data, and was able to effectively communicate my findings to my team and clients.

Graphic Designer

Glasston Corporation

Jun 2011 - Sep 2011 (4 months)

Glaston is the glass processing industry's innovative technology leader supplying equipment, services and solutions to the architectural, automotive, solar and display industries. Glaston operates globally with manufacturing, services and sales offices in 10 countries

As a contract graphic designer for an 1000+ people industrial conference event, I was responsible for creating a variety of visual materials for the event, including brochures, flyers, posters, and social media graphics.

I worked closely with the event planning team of around 30 workers to understand the needs of the conference and ensure that my designs aligned with the event's branding and messaging.

Graphic Designer
Cloudit Solutions
Sep 2009 - Sep 2011 (2 years 1 month)

My first work experience as a junior graphic/web designer was a valuable learning opportunity that helped me to develop my skills and understanding of the design industry.

I was responsible for creating a variety of visual materials, including logos, brochures, and website graphics, using design software such as Adobe Photoshop and Illustrator.

Education

Tuku University of Applied Sciences
Bachelor, Internet Technology
2007- 2011
Network Administration, Cisco Networking Device Administration, SQL Database
Administration, Java Programming, C Programming, Linux/UNIX System
Administration

Licenses & Certifications

Google UX Design Professional Certificate - Coursera
Issued Feb 2023

Professional Scrum Master I - Scrum.org
882353

Customer Experience: Service Blueprinting - LinkedIn
Issued Mar 2021

Adobe Certified Expert - Adobe
Issued May 2014 - Expires May 2016

Skills & Tools

Product Discovery • Service Design •User-Centered Design • UX Research • Accessibility • User
Experience (UX) Design • User Interface (UI) Design • Branding • Wireframing • Visual Design •
Mobile Application Design • Web Design • User Research • Design System • Interaction Design •
Prototyping • Data Visualization • Agile Development • Heuristic evaluation • Customer Journey
Mapping • Video Editing • Animation

Figma • Adobe Photoshop • Adobe Illustrator • Adobe After Effect • Adobe Premiere Pro • Framer • Principle
• Webflow • Blender • Miro

Honours & Awards

Blue Arrow 2016 - Best Travel Booking Service - Blue Arrow Finland
2016
Winner in best travel booking category for Tallink Silja Mobile Booking and Journey

Grand One 2014 - Best Mobile Experience - grandone.fi
2014
Winner in Best Mobile Experience category for Yle Uutisvahti mobile application