

# LAN NGUYEN

MY PORTFOLIO >>>

## UX Researcher

lannguyen1308@gmail.com  
linkedin.com/in/lannguyen1308

### SUMMARY

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Hello, I am Lan, a UX researcher and service designer currently based in Saigon, Vietnam. My background in scenography design shaped my aesthetic sensibilities and provided a foundation for understanding human behavior and interaction. My higher study in product and service system design equipped me how to manage projects iteratively from research to prototyping and feedback collection. I am passionate about integrating people, technology and business, I believe designer today must craft both tangible and intangible experiences, focusing on strategy, creativity and sustainability.

### WORK EXPERIENCE

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#### **Bosch Digital**

**UX Researcher, Service Designer** | Saigon, Vietnam

October 2022 – present

I recently consult on Customer Experience / User Experience / Associate Experience / Product Service System Design.

My latest experience entailed co-working with teams from domains:

- Cloud (with: Cloud Center of Excellence; Business Operation Tribe Cloud)
- Digital Workplace (with: Approval Workflows Platform; Integrated Development Environment)
- SAP S/4 (with: Product Data Management App for eBike; Workflow Interface Environment; Bosch Digital Backbone Program: Cross-Processes User Groups Identification (Budget-to-Perform, Order-to-Cash, Source-to-Pay...), Business Requirement Management Process, Cross-Projects Feedback Concept)...

My scope of practice involved:

- Engaging with customers, stakeholders, users, associates
- Conducting interviews, facilitating usability tests
- Moderating workshops (eg. Question Zero, Challenge Identification, Ideation, Prioritization...)
- Creating persona, mapping customer journey, generating value proposition
- Building user interface demo (eg. using low-code platform OutSystems)...

Non-project activities included:

- 'Former IO & CI units fertilize their powers to increase Bosch Digital's impact and efficiency': via co-mapping easy user flow of working with agencies
- 'Customer journey management @ Bosch Digital': via piloting with APAC business consultant team and customer from Home Comfort
- UX mindset awareness: via training Design Thinking for UI and UX Designers; sharing 'Design Thinking and Workshop Moderation' for Bosch Digital Vietnam...

## **Doodle Design**

**UX Researcher, Experience Designer** | Saigon, Vietnam

July 2021 – October 2022

My role included:

- Conducting user research, developing concept, building elaborate usage flows, creating wireframes, interaction design.
- Facilitating workshops with stakeholders for necessary business needs and feasibility requirements.
- I had valuable opportunities to collaborate with clients / partners from LUMA Institute, MURAL, BCG, GIZ, etc. on a wide range of projects as well as with internal team on iterating Doodle's products and services.

## **Vulcan Labs**

**Experience Designer** | Saigon, Vietnam

February 2021 – July 2021

My responsibilities included:

- Designing user experience, user interface for digital products in collaboration with product owner, business analyst, performance manager, marketers, iOS and android developers, quality control testers, motion graphic designers.
- Creating interactive prototypes.
- Conducting usability tests.

## **Enjoy Agriculture**

• **Design Researcher** | Saigon, Vietnam

November 2020 – April 2021

• **Design Researcher** | Dakar, Senegal

September 2020 – November 2020

• **Design Researcher** | Milan, Italy

April 2020 – September 2020

My internship with Enjoy Agriculture team is a part of projects facilitated by Social Innovation Teams (SIT) Milan towards social innovation and supporting social entrepreneurs that have created social enterprises or nonprofit organisations in Italy and/or abroad.

## **Handhome**

**Experience Designer** | Hanoi, Vietnam

December 2015 – November 2018

Handhome is a startup whose work involves architectural content and database. In 2013, it was officially established using the domain handhome.net which allowed members to connect, chat and share information about architecture and interior design. Around late of 2015, I started joining Handhome team where we had chance to bring our diverse backgrounds to the work including architecture, design, photography, information technology, marketing and finance. Our main aim initially was to be an unorthodox yet professional unit that enables community creation, through architecture related activities and practice.

## **Samsung Mobile**

**Sketch Artist** | Hanoi, Vietnam

2011 – 2016 (Seasonal)

I collaborated in advertising campaigns held by Samsung Mobile for launching new generations of GALAXY Note over several seasons.

## Hanoi Academy of Theatre and Cinema

Teaching Assistant, Admission Consultant, COM Designer

| Hanoi, Vietnam

September 2013 -

December 2015

Upon graduation, I started involving as a teaching assistant for the bachelor's degree. Besides, I was in charge of office works that related to grade calculation, classes management, administrative content compilation, etc. Last but not least, my responsibility absolutely related to the design works - content for teaching, visualisation for exhibitions, materials for events and ceremonies to name a few.

## i5 Production

Graphic Designer | Hanoi, Vietnam

October 2011 - September 2013

I worked as a part-time graphic designer and contributed in different parts of projects, such as brand identity, event materials, event coordinators supporting. During that time, we collaborated with international clients such as Samsung, Heineken, Lamborghini, Jeunesse, and local brands such as THACO, VietinBank, etc.

## EDUCATION

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### Politecnico di Milano

Master's degree | Product Service System Design

2018 - 2021

### Hanoi Academy of Theatre and Cinema

Bachelor's degree | Scenography Design

2008 - 2013

## SPOKEN LANGUAGES

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English, Vietnamese

## SKILLS

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