

HEILYN NGUYEN

STAFF PRODUCT DESIGNER - DESIGN LEAD

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<https://heilyn.media>

EXPERIENCE

Staff Product Designer / Navan FEB 2023 – PRESENT, NETHERLANDS

- Leading the UX design of Navan's chatbot product, a virtual assistant that helps travellers experience their trips with peace of mind.
- Collaboratively growing the chatbot's capabilities and potentials using AI.
- Owning the chatbot's persona, design system, and creative content strategy.
- Collaboratively contributing to the chatbot's vision, product strategies, IQ enhancements, data analysis, development, AB tests, and performance tracking.

Senior Product Designer / Navan OCT 2021 – FEB 2023, NETHERLANDS

- Led and mentored other design resources to execute the product visions.
- Led the UX design of Navan's AI travel assistant product.
- Led a wide range of products from a team-event planning tool, a travel admission request platform to an admin control dashboard.

Product Designer / ABN AMRO DEC 2020 – OCT 2021, NETHERLANDS

- Led user journeys of login and signing (iDEAL, internet banking, QR) on the mobile banking app. Analysed user data to provide a personalised and secure on-app experience for different user segments.
- Owned the design concept of a banking app for kids that gamifies financial literacy while facilitating bonding activities between kids and their parents.
- Participated in the development of the mobile app's design system.

UX Designer / Booking.com NOV 2018 – OCT 2020, NETHERLANDS

- Owned conversion marketing messaging products that had a weekly audience of tens of millions. Coded fully functional landing pages. Participated in redefining the design system of marketing messaging.
- Owned and ran experiments on integrated incentive campaigns that reached millions of users weekly. Designed internal tools for offline marketing. Led and designed a product vision of travel gift registry that promotes Booking.com digital gift cards.

Lead UX Designer / Spinnit FEB 2018 – AUG 2018, NETHERLANDS

- Led a team of 3 to design and to execute a mobile app that enabled users to set value for their data and barter it with online platforms.

Art Director / Leo Burnett FEB 2017 – AUG 2017, VIETNAM

- Worked cross-functionally to lead the art direction of integrated advertising campaigns for Samsung, McDonald's, Vespa, and FrieslandCampina.

Creative Lead / GKIM Digital JUN 2016 – FEB 2017, VIETNAM

Marketing Coordinator / Beca Group JUL 2014 – MAY 2016, SINGAPORE

EDUCATION

Maastricht University
Master, Digital Media Culture
2017 – 2018, NETHERLANDS

**Goldsmiths,
University of London**
B.A. (Hons), Design Com.
2013 – 2014, UNITED KINGDOM

**LASALLE,
College of the Arts**
Diploma, Design Com.
2010 – 2013, SINGAPORE

SKILLS

Design

UX, UI, Vision, Prototyping, Information Architecture, Problem Solving, Design System, Leadership, Personas, Content Strategy, Service Design, Product Management, Workstream Management, Chatbot Development, AI, Art Direction, Branding, Printing, Photo Editing

Research

AB Testing & Experiment, User Interviews, Usability Testing, Ethnography, Journey Mapping

Programming

HTML, CSS, Git

TALKS & EXHIBITION

Talk series
FPT Software & Universities
Storytelling in UX design
2023, VIETNAM

The 3rd Diamond
2022, VIETNAM

Exhibition
Singapore's National 'World Kindness Day'
2010, SINGAPORE