

# 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

**The 3<sup>rd</sup> Diamond**  
2022, VIETNAM

**Storytelling in UX design**  
2023, VIETNAM

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