

# LINH NGUYEN

## Product Designer

Portfolio: <https://www.linhnwdesign.com/>  
LinkedIn: <https://www.linkedin.com/in/linhnw/>  
Email: [contact@linhnwdesign.com](mailto:contact@linhnwdesign.com)  
Phone: (517) 569-1995  
Location: Lansing, MI

## SUMMARY

Product designer with a Fine Arts and customer experience background, committed to creating user-centered design impact for modern businesses.

## WORK EXPERIENCE

### Freelance Product Designer

09/2024 - Present

- Developed intuitive information architectures and redesigned key web components for Mealogy, a recipes and meal plan web app service, resulting in a 30% increase in page views and an 80% sign-up rate.
- Created over 20 interactive UI screens for the interior design and shopping mobile app UrHome, improving the user flow from start to purchase completion by 90% compared to the initial design.
- Collaborating with a software developer to build a 0-1 MVP productivity app for neurodivergent users at TitanForge, a SaaS lean startup.
- Leading a comprehensive website and branding redesign for KungBrew Café to boost brand awareness and generate revenue.

## ONGOING PROJECTS

### Brand Identity and Website Design for KungBrew Café

04/2025 - Present

- Working closely with KungBrew's business owner on redesigning the business brand identity, including the logo, color, typography, and promotional assets.
- Redesigning and developing a complete and functional business website, applying the new brand identity to the website, and creating a scalable design system for long-term business plans.

### Minimal Viable Product (MVP) Design for TitanForge

03/2025 - Present

- Collaborated with developers and designers at TitanForge, a SaaS lean startup, to create a productivity app for neurodivergent individuals.
- Conducted surveys and competitive analysis and translated them into actionable features like a minimalist interface, sound notifications, and engaging task completion rewards.

## EDUCATION

### Google UX Design Professional Certificate - Online

09/2024 - 03/2025

- Completed extensive training in Figma, information architecture, user research, and usability testing.
- Gained experience in mobile app and web app UI design.

### Loyola University Chicago - Chicago, IL

01/2014 - 06/2018

- Bachelor of Arts in Fine Arts (Minor: Communication) - Cum Laude
- Award: 2nd place in Senior Art Competition.
- Completed two internships in Arts and Design.

## SKILLS

### Design

User Experience Design, Responsive Design, Wireframing, Mockups, Prototyping, Design System, User Research, Competitive Analysis, Usability Testing, Information Architecture

### Tools

Figma, Miro, Adobe XD, After Effects, Maze, Userlytics, InDesign, Photoshop, Premiere Pro, Illustrator, Canva, HubSpot, Microsoft 365, Wix Studio

### Others

Content Design, Video/Photo Editing, Motion Graphics, Customer Experience, Search Engine Optimization, Digital Content Strategy, Problem-Solving, Presentation, Data Analysis, Project Management, HTML/CSS

## LANGUAGE

English - Fluent  
Vietnamese - Native  
Mandarin - Conversational