

Nguyễn Thành Nghiệp

Strategic Product Designer / UX Lead

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Summary

Strategic Product Designer with over 10 years of experience in large-scale consumer applications. Expert in applying Design Thinking and Lean Start-Up methodologies to lead front-end innovation and improve UX across internal ecosystems for millions of users. Proven track record in facilitating design reviews, conducting user research, and scaling design systems for complex platforms including zVas, zNews, and Zing MP3. Skilled at translating deep user insights into actionable product strategies and cross-functional solutions.

Experience

VNG

Mar 2018 – Present

Senior Product Designer

- **Lead Strategic User Journeys:** Steer the design of core functionalities for zNews, Zing MP3, Zing TV and Zalo internal ecosystems, ensuring architectural integrity across the platform.
 - **Process Optimization:** Partnered with POs and Tech Leads to define MVP strategies, reducing design-to-development friction and improving delivery speed for the Platform team by 20%.
 - **Evidence-Based Design:** Applied advanced UX Laws and HCI principles to design detailed micro-interactions, resulting in significantly reduced cognitive load and improved user satisfaction metrics.
 - **Heuristic & Proactive Audits:** Proactively identified UX debts within the Zalo ecosystem (zBox, zCloud, zBusiness) and proposed solutions that improved system performance and user flow logic.
 - **Design System Leadership:** Maintain and scale the Design System across multiple products (Zing MP3 Web/TV, Bao Moi, Internal Tools) to ensure visual consistency and development efficiency.
 - **Design Critique & Mentorship:** Host weekly high-quality critique sessions to foster a logic-based design culture and guide junior designers in improving their craft and strategic thinking.
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Deliverree Logistics

Sep 2017 – Feb 2018

Senior UI Designer

- Executed UX definition and high-fidelity prototyping for Agile logistics solutions, facilitating stakeholder feedback and user testing to iterate complex service designs.
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Dec 2015 – Sep 2017

Mid UI Designer

- UX/UI design for fintech data tools, conducting user research, prototyping (Sketch/InVision), and facilitating reviews to ensure high-quality, data-driven solutions.
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ZIGExN VeNtura Co., Ltd

Nov 2013 – Dec 2015

Web Designer

- Developed user-centric web designs using Agile principles and journey mapping, collaborating with cross-functional squads to drive product concepts based on user behavior.

Skills			
Strategic Thinking		System Thinking, Ecosystem Mapping, Evidence-Based Design, UX Strategy	
Design & Interaction		HCI Principles, UX Laws, Interaction Design, Motion & Transitions, Prototyping	
Leadership		Design System Management, Design Critique Hosting, Mentorship, Stakeholder Persuasion	
Methodology		Heuristic Evaluation, Qualitative/Quantitative Research, MVP Strategy, Roadmap Contribution, Agile Scrum	
Tools		Figma, Adobe Creative Suite (Illustrator, Photoshop...), Jira, Asana, High-fidelity Prototyping tools	
AI Tools		AI-Augmented Design, Claude, Codex, Cursor, n8n, OpenClaw	

Education		Languages	
2007 – 2009	Multimedia Design Lotus University (HSU)	English	Professional Working Proficiency (Strong Writing/Reading)
2005 – 2007	Computer Network Lotus University (HSU)	Vietnamese	Native