



# Ngoc-Minh Nguyen

📍 Ho Chi Minh City

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📁 [Portfolio](#)

Highly motivated and results-oriented UX/UI Designer with a 2-year digital marketing and website development background. Proven ability to create user-centered designs that drive engagement and achieve business goals. Passionate about leveraging user research and data-driven insights to craft intuitive and seamless digital experiences.

## Design Experience

### Project PocketPlus+ Digital Wallet | UX/UI Designer

Oct 2024 - Jan 2025

- Led a 5-member team to conduct user research, identify pain points, and ideate solutions.
- Spearheaded user-centered design, from research to prototype, delivering actionable insights and intuitive interfaces.

### Project Zalo Community Marketplace | UX/UI Designer

Oct 2024 - Jan 2025

- Conducted in-depth UX research to identify user needs and pain points within the Zalo community marketplace.
- Conceptualized and designed new features, wireframes, and high-fidelity UI designs, and developed prototypes for usability testing.

## Professional Experience

### InnoLab Asia | Market Researcher/Website Builder

Jan 2023 - Nov 2024

- Designed 4+ landing pages for innovation summits, attracting 12,000+ users per event.
- Collaborated with IT to implement designs and technical requirements.
- Published 9+ market research articles on tech, AI, education, and innovation across Asia.

### Lead The Change | Marketing Executive/Website Builder

Jul 2022 - Dec 2024

- Designed and managed the organization's 10+ landing pages, resulting in a monthly user base of 10,000+.
- Improved high-impact landing pages that generated 4,000+ marketing leads and achieved a 10% conversion rate from MQL to customer.

## Education

### Mirr Design

- Comprehensive User Interfaces Design (CUID25), Oct 2024 - Jan 2025
- User Experience Essentials (UXE05), Oct 2024 - Jan 2025

### University Of Economics, Ho Chi Minh City

- International Business, Sep 2019 - Jun 2023

## Languages

English | Vietnamese

## Skills

Figma

Wordpress

Adobe Suites

UX Research

Prototype

Canva

## Links

[LinkedIn](#) | [Website](#)