

PHUC DOAN

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SUMMARY

I am a Product Designer with over two years of experience in researching user experiences and crafting optimal solutions for prominent companies such as MoMo, TIKI, and Bayer. I have consistently achieved success by leveraging data-driven design, design thinking, and visual design to deliver innovative digital products that meet user needs and drive organizational growth.

WORK EXPERIENCE

Product Designer, MoMo

Jun 2023 - Present

- **Responsibilities:**

- Collaborate closely with Product Owners to identify user pain points and user needs.
- Carry out intensive analysis of user behavior using usability testing, interviews, and surveys to improve user experience.
- Communicate design concepts through user flows, wireframes, and high-fidelity mockups to illustrate the ideas effectively.
- Monitor feature performance to assess and measure the criteria for success.

- **Achievements:**

- Implement a new feature for the Piggy Bank (Heo Đất MoMo), leading to a 16% increase in monthly total donating users.
- Redesign the Donation feature (Vĩ Nhân Ái), resulting in a boost of 600,000 new users engaging with the app.
- Develop a Journey Segment feature for the ERP system, reducing processing time by up to 50%.

Product Designer, TIKI

Sep 2022 - Apr 2023

- **Responsibilities:**

- Work closely with Product Managers to analyze user data, pain points, and product requirements.
- Conduct interviews and surveys with users to gather valuable insights for product development and mitigate risk cases.
- Generate diverse design patterns such as user flows, wireframes, and high-fidelity mockups, leveraging user insights to effectively convey the design concept.

- **Achievements:**

- Digitize legal contract information into the system, ensuring up to 85% accuracy in transferring data from paper.
- Design a feature that alerts users about supplier delivery issues, resulting in a decrease of more than 16,000 overdue quotations.

Junior Product Designer, Floating Cube Studio

Mar 2022 - Sep 2022

- **Responsibilities:**

- Analyze F&B competitors in Singapore to gain insights into user behavior and needs.
- Collaborate closely with Product Managers in Singapore to define marketing strategies and enhance the user experience for the current website, application, and POS system.
- Develop the design system for both the mobile application and POS system.

- **Achievements:**

- Redesign the features of the mobile application and POS system, enhancing user experiences for 5,000 clients in the Singapore market in 2022.

Product Designer Intern, Bayer

Oct 2021 - Feb 2022

- **Responsibilities:**

- Research farmers' behavior in crop science across the Asia Pacific (APAC) region to facilitate venture growth through digital engagement, ecosystem expansion, and platform development.
- Work closely with the Product Manager to identify use cases for the platform.
- Support ventures across the Asia Pacific (APAC) in building Minimum Viable Products to validate their business models.

- **Achievements:**

- Launch an AgriTech platform that supports farmers in India, the Philippines, and Vietnam by providing self-service resources for good agricultural practices and connecting them with potential buyers or off-takers, resulting in a 15.6% increase in sales growth.

EDUCATION

Bachelor of Design Studies

Oct 2017 - Dec 2021

RMIT University

- Major in Design Thinking.
- Relevant coursework in Logical Thinking, Problem Solving, and Visual Design.

ADDITIONAL INFORMATION

- **Design Skills:** Graphic Design, UI/UX Design, System Thinking, Problem Solving.
- **Languages:** English
- **Awards/Activities:** Actively participated in the 'UXMP' community program, developing innovative solutions for people with Social Anxiety Disorder (SAD) to overcome communication difficulties by practicing speaking with Artificial Intelligence (AI).