Madison Nguyen

Service and Product Designer

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Experience

WAVE Design / Service Designer
JUNE 2023 - ongoing

- Produced playbooks, reports and service design artefacts with an array of clients e.g Astrazeneca, Alinta energy, ASIC and IPC Health by facilitating client workshops, conducting design research, mid–fidelity mockups, insight generation and product and service uplift
- Worked on internal company projects by producing new ways of working, AI frameworks
- Produced and designed marketing material including using website builders, producing LinkedIn posts, medium article production

Westpac Group / HCD Service Designer
FEB 2022 - JUNE 2023

- Worked on the discovery to test phase for the Westpac Worldwide Wallet product.
- Conducted interviews and workshops and data synthesis to develop a current and future state service blueprint
- Wireframing, user testing and competitor analysis' to further understand painpoints resulting in developing new concepts and ideas to improve sales.
- Exposure collaborating successfully with designers, developers, product managers, and other team members

Pulp you media / User Interface Design Intern
DEC 2020 - FEB 2021

- Utilised Figma to design high fidelity wireframes for both desktop and IOS applications
- Assigned the role as assistant team leader and helped manage the group towards finishing the project

Code Camp / Assistant Head Teacher
OCT 2022 - NOV 2022

- Managed, facilitated and taught animation fundamentals to a class of 20+ students including stopmotion, rotoscoping and use of applications

NSW Electoral Commission / Office assistant
DEC 2020 - MARCH 2021

- Administration skills such as logging in data, counting votes and the hiring and recruitment process
- Called and contacted over 200+ applicants, interviewed and offered roles for the Liverpool LGA

Education

UNIVERSITY OF SYDNEY
Bachelor's Degree in Design Computing

Specialised course on UX, UI, product and service design. Units on design thinking, creative coding, and digital media

CANLEY VALE HIGH SCHOOL
Higher School Certificate

Skills

DESIGN
UX/ UI design • Service design • Ideation and workflows • Low and High fidelity prototyping • Wireframing • Social media • Product design • Branding and Identity • User journey mapping • Future state mapping

USER RESEARCH
Interviews and Surveys • Usability and concept testing • Qualitative analysis methods • Process flow diagrams • A/B testing • Card sorting • Data analysis • Implementation plans • Competitor analysis

TOOLS
Figma • Miro • Confluence • Jira • Adobe Creative Cloud • Dovetail • Procreate • Monday

COLLABORATION
Organising workshops • Agile and scrum methodology • Flexible • Detail oriented

Notable Projects and Accomplishments

Westpac Group recognition 2022 - 2023

- GEM Recognition Award Nomination at Westpac for Leading Change (2023)
- GEM Recognition Award Nomination at Westpac for Being Ethical (2023)
- GEM Recognition Award Nomination at Westpac for Being Helpful (2022)

L'Oréal Brandstorm Competition 2024

An AI powered app to offer skincare that's personal, sustainable, and wallet-friendly. On a mission to transform how people discover, buy, and use skincare, all while nurturing community spirit and caring for our planet. I created the concepts, designed UI wireframes for the application and produced the video.

SYNCS Virtual Hackathon 2021

Ideated the concept and designed the wireframes for a tinder-style based match making app for movie decision making between multiple people/groups.

International BioDesign Challenge 2020

Ranked top 6 against 44 schools

Combining biology and design to improve the medical space. Our team of 2 Medical students, 6 Design computing students and 1 Architecture student collaborated in designing a mattress topper that uses bioluminescence and glowing bacteria to indicate pressure sores. Project was successfully shortlisted as top 6 internationally.

University + RipCurl Creative Jam 2020

Finalist

Competing against over 160+ teams from Australian and New Zealand universities, our team used Adobe XD to design an interactive mobile prototype, resulting in a runner up finish.