

# Madison Nguyen

## Service/Product Designer

📍 Sydney, Australia  
📞 0452 448 229  
✉️ madisonjanenguyen@gmail.com  
🌐 [mjndesigns.com](http://mjndesigns.com)

## Experience

### WAVE Design | Service Designer

JUNE 2023 - MAY 2024

- Produced playbooks, reports, and service design artefacts for various clients within the health, energy, finance and government sectors
- Led user testing workshops, conducted design research, mid-fidelity mockups, journey mapping, insight generation, and service uplift
- Worked on internal company projects by producing new ways of working, AI frameworks, and client outreach
- Produced and designed marketing material including using website builders, copywriting and producing LinkedIn posts, medium article production and utilised SEO to increase company visibility

### Westpac Group | HCD Service Designer

FEB 2022 - JUNE 2023

- Worked on the discovery to test phase for the Westpac Worldwide Wallet product and the Westpac intranet
- Synthesised over 500+ verbatim insights to convert into actionable opportunities for the team
- Conducted interviews and workshops and data synthesis to develop a current and future state service blueprint
- Produced UI 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 Designer

DEC 2021 - FEB 2022 (contract)

- 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

## 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

## 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 flows

### USER RESEARCH

Interviews • Surveys • Usability and concept testing • Qualitative and quantitative methods • Process flow diagrams • A/B testing • Card sorting • Insight and data analysis • Implementation plans • Competitor analysis • SEO • Copywriting

### TOOLS

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

### COLLABORATION

Organising workshops • Agile and scrum methodology • Adaptability to change • Detail-oriented • Proactive attitude

## 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

I created an AI-powered skincare app focused on personalisation, sustainability, and affordability, designing UI wireframes and producing a promotional video.

### International BioDesign Challenge 2020

#### Ranked top 6 against 44 schools

I collaborated with a team of two medical students, six design computing students, and one architecture student to combine biology and design for improving the medical space. We designed a mattress topper that uses bioluminescence and glowing bacteria to indicate pressure sores. Our project was shortlisted as one of the top six 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, achieving a runner-up finish.