

# Madison Nguyen

## Service/Product Designer

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## Experience

### WAVE Design / Service Designer

JUNE 2023 - MAY 2024

- 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 service uplift
- Worked on internal company projects by producing new ways of working, AI frameworks and client outreach via LinkedIn
- 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
- Synthesised over 500+ verbatim insights to convert to actionable opportunities for the team
- 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 Designer

DEC 2020 - FEB 2021 (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 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 • 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**

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.