

NGUYEN DUY QUANG

Senior Product Designer (UX/UI)

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SUMMARY

Product Designer with 7+ years building complex B2B/F&B systems (POS, KDS, ERP, CRM) end-to-end — from research and system design to data-driven UI decisions. Increasingly working at the intersection of design and AI: using AI-assisted workflows (Claude, NotebookLM) to speed up research and iteration, and independently shipping AI-assisted, design-to-code projects — a rare combined design + AI-native skillset for teams evolving their design and product workflows around AI.

EXPERIENCE

Product Designer — Norra.AI (formerly Deliany.co)

May 2023 – Present

Hybrid, Ho Chi Minh City · F&B operating system: POS, KDS, Back-Office, Mobile App, Inventory Fulfillment

- Led end-to-end UX/UI design for complex F&B operational modules — multi-unit inventory management (yield %, bags/kilograms conversions), customer loyalty, and POS combo setup — reducing merchant task completion time by 30%.
- Applied Design Thinking, journey mapping, and personas across both customer and in-store staff user groups, validating design decisions against real operational needs before build.
- Ran usability testing (Maze) and tracked competitor products and F&B tech trends, feeding both back into design decisions to keep the product ahead.
- Designed and maintained a Multi-Industry Design System across all five products, ADA/WCAG-compliant, cutting UI bugs by 20%, accelerating developer handoff by 40%, and reducing overall design time by 40%.
- Integrated AI-assisted workflows (Claude, NotebookLM) into research synthesis and prototyping, speeding up design-iteration cycles by 25%.
- Acted as sole designer within a Scrum team, bridging the CEO, stakeholders, POs, and cross-functional teams, testing interactions across desktop and mobile platforms.

Project Lead / UX-UI Designer — Aperia

Dec 2018 – May 2023 (4y 6m)

On-site, Ho Chi Minh City · BI & SaaS for finance, banking, and payments

- Promoted to Project Lead in 2021 after 2 years as UX/UI Designer — took ownership of UI/UX strategy across 2 Scrum teams for the CRM platform, aligning every design decision to business goals set with BAs and POs.
- Built and scaled a company-wide Design System (molecules + templates) from the ground up — cut design workload by 50% by eliminating rework on screens with similar objectives, and cut consistency-audit effort by 80% across the CRM product.
- Owned end-to-end UI/UX for CRM requirements — translating business needs into interfaces that were measurably faster and easier for internal teams to use.
- Closed the design-to-dev gap: partnered directly with the frontend team to verify implementation on QA, catching UI flaws before release and flagging technical constraints early to smooth handoff and coding.

Junior Product Designer — CVReferral

Apr 2018 – Nov 2018

Ho Chi Minh City · Recruitment-tech platform connecting referrers with recruiters

- Owned end-to-end dashboard UX with CVR's Product Manager — researched user behavior to inform and launch a new MVP product.
- Designed and improved recruitment-process features with business units, reducing the in-house department's workload.
- Conducted UX testing and user surveys, and verified designs against front-end implementation for accuracy.

Intern → UI Designer — SOLAZU Co., Ltd

Jan 2017 – Mar 2018

Ho Chi Minh City

- Started as a design intern and earned promotion to full-time UI Designer — built foundational UI/UX skills from the ground up: what UI/UX actually means, how to break down a design problem, and how to research and identify who a website's users are.
- Learned to set up and execute projects in Photoshop and Sketch, progressing from wireframes to full UI design based on user needs.
- Published personal projects on Behance that gained platform recognition, including a Behance Featured selection.

INDEPENDENT & AI-ASSISTED PROJECTS

Claude Skills Library — domain-knowledge automation

- Built a personal library of custom Claude Skills that encode years of design-system and domain knowledge — cutting ramp-up time on new requirements and speeding up how fast relevant information gets filtered out of long documents and briefs.

Personal Portfolio Website — design-to-code, self-shipped

- Designed in Figma and independently shipped using an AI-assisted, design-to-code workflow (Antigravity + MCP server); debugged and resolved Vite build and Vercel deployment issues; built reusable components (e.g. Breadcrumb) and scroll-restoration logic.

Other builds

- OmniFlow (Python + Tkinter multi-platform video/audio downloader) and Gem (custom AI agent for critiquing UX/UI design work).

SKILLS

Design & Process: Figma, Sketch, Design Systems, Prototyping, Wireframing, UX Research, Journey Mapping, Personas, Usability Testing (Maze), ADA/WCAG Accessibility, Design Thinking, Agile/Scrum

AI & Automation: Claude (Pro/Code), ChatGPT, Google AI Pro/Gemini, NotebookLM, prompt-driven design-to-code workflows, custom AI-agent building

Front-End / Dev: HTML/CSS, AI-assisted coding & debugging (Vite, Vercel deployment)