



Nguyen Duy Quang

Product Designer

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Summary

Product Designer from Saigon with 7+ years of expertise in system design and data analytics. I specialize in building complex, accessible CRM/CMS platforms and F&B management systems. Passionate about creating inclusive, high-performance responsive layouts under ADA/WCAG standards directly across the Apple ecosystem.

Experience

Norra.ai

Product Designer

May 2023 - Present

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Norra is an advanced F&B operating system that optimizes restaurant operations with a seamless ecosystem of tools, including Point of Sales (POS), Kitchen Display System (KDS), BackOffice, and Inventory Fulfillment. It streamlines order processing, enhances kitchen efficiency, and provides data-driven insights to improve business performance.

Responsibilities and Achievements

- Led the end-to-end UX/UI design for complex F&B operational modules, including Multi-unit Inventory management (yield percentage calculations, Bags/Kilograms conversions), Customer Loyalty, and POS Combo setups, reducing task completion time for merchants by 30%.
- Applied the Jobs-to-be-Done (JTBD) framework and leveraged data analytics to gather deep user insights, ensuring product features directly resolve operational bottlenecks.
- Designed and maintained highly consistent, ADA/WCAG-compliant design systems across both POS and BackOffice interfaces, cutting down UI bugs by 20% and accelerating developer handoff by 40%.
- Streamlined the research and prototyping process by incorporating AI-driven workflows (e.g., NotebookLM for research synthesis), speeding up design iteration cycles by 25%.
- Acted as a central bridge between stakeholders, POs, and cross-functional teams, rigorously testing interactions across desktop and mobile platforms to ensure successful execution.

Aperia

UI/UX Designer

Dec 2018 - May 2023

4 years 6 months

Aperia is a leading provider of business intelligence, and SaaS solutions, specializing in finance, banking, and payments.

Product Contribution

- Designed UI mockups and UX solutions for CRM requirements, making the system much easier and faster to use.
- Helped build and expand a scalable design system to keep the UI consistent everywhere.
- Tested the UI on the QA site to catch and fix bugs early, improving overall product quality.
- Spotted technical limitations early in the design phase to make coding smoother for devs.

Aperia

UI/UX Designer

Dec 2018 - May 2023

4 years 6 months

Work Communication

- Worked closely with BAs and POs to clarify requirements and align UI designs with business goals.
- Collaborated with the frontend team to check and improve how the UI was coded.
- Ensured smooth handoffs and bridged the gap between design concepts and front-end code.

Achievements

- Improved attention to detail, cutting down UI flaws and inconsistencies.
- Sharpened problem-solving skills and learned to ask the right critical questions within the Scrum team.
- Delivered a more cohesive user experience by fixing consistency issues across the CRM system.

CVReferral

Jr Product Design

Apr 2018 - Nov 2018

8 months

CVReferral is a tech platform that connects referrers with recruiters by matching suitable candidate profiles to job openings.

It streamlines the hiring process, enhancing efficiency for businesses while rewarding referrers for successful recommendations.

Product Contribution

- Developed and refined new features that streamlined recruitment workflows and reduced the in-house department's workload.
- Verified front-end implementation to ensure design accuracy and functionality.
- Continuously improved the dashboard's functionality based on user insights and business needs.

Work Communication

- Collaborated closely with the Product Manager to define and enhance dashboard features.
- Engaged with business units to identify pain points and develop effective recruitment solutions.
- Conducted UX testing and user surveys, integrating feedback to optimize the product experience.

Achievements

- Do UX strategy for the dashboard, ensuring an intuitive and seamless user experience.
- Conducted in-depth research and user behavior analysis to inform product decisions.
- Designed and launched a new MVP product, improving recruitment process efficiency.