

TRUNG NGUYỄN

USER FOCUS AND DATA DRIVEN PRODUCT DESIGNER

CORE COMPETENCIES

Product Strategy
Data-Driven Design
Systems Thinking
Complex Workflow Design
Design Systems
User Research
Cross-functional Leadership

LINKS

[Portfolio](#)
[Sipher Odyssey](#)
[EPOS](#)
[Behance](#)
[LinkedIn](#)

TOOLS

Figma Prototyping
Adobe AI

CONTACT

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PROFILE

Senior Product Designer with 15+ years of experience designing complex digital products across SaaS, POS, and Gaming platforms.

I specialize in translating operational complexity into scalable, user-centered systems that balance business goals with real-world usability. My approach combines strategic thinking, data-driven decision-making, and deep workflow analysis to deliver measurable product impact.

With a strong background in cross-functional collaboration and project leadership, I work closely with Product, Engineering, and stakeholders to align user needs, technical feasibility, and business objectives.

I am passionate about building intuitive systems that reduce friction, improve efficiency, and create meaningful user experiences at scale.

EMPLOYMENT HISTORY

UI/UX Lead – Sipher

Jan 2022 – Feb 2026

Leading product design for a blockchain-based gaming ecosystem, shaping player experience across gameplay systems, onboarding, and in-game economy.

Experience Architecture

- Designed end-to-end player journeys across game loops, progression systems, and reward mechanics.
- Structured complex gameplay mechanics into intuitive, learnable interaction flows.
- Balanced immersion with clarity to reduce cognitive overload in high-information environments.

Systems & Interaction Design

- uilt scalable UI frameworks adaptable across multiple game modes and features.
- Established consistency standards for HUD, menus, inventory systems, and progression interfaces.
- Collaborated closely with Game Designers to align UX with core game economy and retention strategy.

User-Centered & Iterative Process

- Conducted usability testing and player feedback analysis to identify friction in onboarding and gameplay loops.
- Iterated based on behavioral data and live environment observations.
- Improved flow efficiency and feature discoverability across major releases.

Cross-Functional Leadership

- Worked alongside developers, game designers, artists, and product stakeholders to align vision and execution.
- Contributed to UX standards and design quality across the product lifecycle.

Product Designer – EPOS

Jan 2016 – Dec 2021

Led the design of a scalable POS platform serving retail and F&B businesses, focusing on operational efficiency, workflow optimization, and revenue enablement.

Key Responsibilities & Contributions

Operational System Design

- Translated complex retail & F&B business workflows into structured, intuitive UX flows.
- Designed end-to-end modules including inventory management, promotion engine, payment flows, reporting dashboards, and role-based permissions.
- Modeled real-world edge cases such as bill splitting/merging, table transfers, partial payments, stock adjustments, and promotion conflicts.

User & Field Research

- Conducted contextual inquiry with business owners, managers, and frontline cashiers.
- Identified peak-hour friction points, transaction error patterns, and onboarding challenges.
- Synthesized insights into persona-driven flow prioritization.

Revenue & Efficiency Optimization

- Designed system-driven upsell logic (bundles, add-ons, size upgrades, promotions) to reduce cashier dependency.
- Optimized high-frequency transaction flows to minimize cognitive load and interaction steps.
- Structured reporting dashboards to support actionable business decisions rather than raw data display.

Cross-functional Leadership

- Worked directly with Product Leads and Engineering to define feature scope and technical feasibility.
- Facilitated requirement alignment between clients and internal teams.
- Ensured UX integrity throughout development cycles via prototyping, usability testing, and QA validation.

UI/UX Designer – Floating Cube Studios

Jan 2010 – Dec 2015

Joined as a junior designer shortly after graduation, contributing to UI/UX design for mobile games, utility applications and commercial digital products.

Key Contributions

- Supported senior designers in creating user flows, wireframes, and interface layouts.
- Conducted usability testing sessions and documented user feedback.
- Improved interface clarity and navigation based on user insights.
- Ensured visual consistency and design alignment during production.
- Collaborated closely with developers to translate design into implementation.

Growth & Foundation

During this period, I built a strong foundation in:

- User research fundamentals.
- Interaction design principles.
- Design iteration based on feedback.
- Cross-functional collaboration.