

NGUYEN HONG NGOC

Senior Product Designer | Fintech & Banking Specialist

Phone: 090 593 2511 | Email: ngochn2511@gmail.com | Portfolio: ngochn.com | LinkedIn: in/ngochn

📍 Location: Hanoi, Vietnam | Open for Remote (Full-time / Hybrid) & other locations in Vietnam (TP.HCM / Hanoi)

WORK EXPERIENCE

DNSE Securities JSC | Senior Product Designer Jan 2021 – Present

Hanoi, Vietnam (Hybrid)

- 500+ product screens delivered for stock trading and wealth management platforms.
- 1,190 active collaborators & 997 onboarded users brought in by leading the design for the SACO project within 2 years.
- 1.6M+ active users supported by designing core financial journeys and product features.
- Led cross-functional workshops with POs, BAs, Devs, and QA teams to align on product vision, user flows, and acceptance criteria.
- Conducted user interviews and qualitative research with Growth and BA teams to fix usability friction and improve user flows.
- Mentored junior designers transitioning into Product Design, and created onboarding guides for new Developers and BAs.

Maimoney (Fintech Startup) | Product Design Advisor (Freelance) 2024 – Present

Hanoi, Vietnam (Remote)

- Advised founding product leadership on Product Design strategy from initial launch through major updates.
- Reviewed user onboarding and personal finance features, providing UX recommendations to improve engagement and retention.

Advesa Digital Solutions | UX Designer Dec 2019 – Dec 2020

Hanoi, Vietnam (Onsite)

- 4 core enterprise products designed, including Breadstack CRM, Cantec Driver App, Driver Verification Platform, and 3rd-Party Web Portal.
- Mapped key user journeys, operational workflows, and product opportunities through research.
- Acted as primary design liaison between the Vancouver team and Vietnam dev team to maintain product consistency.

Convert Digital | Quality Control Specialist Mar 2019 – Dec 2019

Hanoi, Vietnam (Onsite)

- 30+ e-commerce platforms evaluated for design consistency, responsiveness, and usability quality before release.
- Worked across teams to keep releases on schedule and reduce design-to-build rework.

Citibank N.A, Hanoi Branch | Operation & Technology Risk and Control (OTRC) Support Staff Feb 2018 – Mar 2019

Hanoi, Vietnam (Onsite)

- Managed daily regulatory compliance evidence gathering for interbank transactions, FX operations, and high-value AML remittance reports following SBV regulations.
- Executed periodic bank statement reconciliations and processed FX & Time Deposit confirmations with Treasury, Legal, and Control units.
- Connected Sales, Operations, and IT teams to translate banking rules into automated workflows.

CERTIFICATIONS

UX Management: Strategy and Tactics Best in Class

Interaction Design Foundation (IxDF), Jul 2026

Foundations of User Experience (UX) Design

Google / Coursera, Jun 2023

Staff of the Year 2021

DNSE Securities JSC

UX Mentorship Program (Product Design Track)

12-Week Engagement

Software Test Engineer Certificate

LogiGear Vietnam

Mobile App Design Certification

Capi Creative

EDUCATION

University of Economics – Technology for Industries

Bachelor's Degree in Business Administration (2011 – 2015)