

THEO C NGUYEN

UX/UI DESIGNER

Long Island City, New York | 646 784 7294
theoconguyen@gmail.com | <https://theoconguyen.com>
<https://www.linkedin.com/in/theo-c-nguyen/>

Passionate, creatively driven experience design professional & storyteller with experience developing and implementing innovative concepts to support and enhance the success of client brands and products on the global stage.

Outstanding leadership & collaboration skills including working with partners throughout the design process. Strong visual instincts combined with technical & drawing expertise underpinned by sharp cultural and market instincts and understanding of best practices and trends to inform designs and optimize competitiveness.

EXPERTISES

Experience Design
Design Thinking
Retail Design
Phygital Design
Human Centric Design
User Research
Wire-frame
Rapid Prototype
UI Design
Brand Experiences
Project Management
Creative Direction - Operation
Design Studio
Communication - Presentation
External - Internal Management
Interaction Design
Interface Design
Sketching
Product management

SKILLS

Figma
Adobe XD
Axure
Balsamiq
3D Studio Max
2D CAD
Adobe CC
Hand Sketching

MORTGAGE PROCESSING PROS, New York, NY UX | UI Designer – Creative lead

2021 – Present

A Start-Up company, Created the new website and developed the brand identity for their business, highlighting their competitive edges, emphasized their services, and enabling brand engagement through user experiences and communication.

GENERAL ASSEMBLY, New York, NY UX | UI Designer

2021

Completed over 500 hours of professional training with hands-on experience and completed client projects. Extensive knowledge of creating digital products and experiences focus on Design Thinking and Users Experiences.

The Coca-Cola International Store Online Independently evaluated Usability Testing of shopping experiences on the existing website. Proposed improved functionality, usability, and an immersive shopping experience. Redesigned the landing page to drive more traffic, elevate consumers' online shopping experiences, and improve the connection between consumers and the brand.

NASA – Adobe Prototyped a Space Education Game for children age 11-13 years old.

THE COCA-COLA COMPANY, New York, NY Senior Manager Global Experience Design, Retail & Licensing

2021 – Present

Drive development of strategy and project plans for retail store design launches and major exhibits. Design and assess creative concepts for maximum impact, with focus on innovative ideas that provide proprietary advantage. Direct workflow of agencies and vendors, providing guidance and overseeing performance and deliverables. Build network of resources.

Created environmental retail store and attraction toolkit that defined the look and feel, strategy of Coca-Cola future attraction, retail, and physical environment.

Drove store opening in Asia market (12 stores in China 2021-2022) and Europe market (London Store 2021 and future of new stores opening in Europe).

Initiated major initiative (\$200M-budget) to refresh and reimagine World of Coca-Cola in Atlanta, GA.

Opened the new experience, Scent Discovery, and increased visitors to World of Coke by 55% despite COVID-19 pandemic.

EDUCATION

UX/UI Design Immersive

General Assembly
New York, NY

**Master of Arts
Exhibition Design**

Fashion Institute of Technology
New York, NY

**Bachelor of Arts
Environmental Architecture &
Design**

Ho Chi Minh City University
of Architecture,
Vietnam

LANGUAGE

English
Vietnamese

THE MARKETING ARM (of Omnicom Group), New York, NY 2018 - 2019
Experiential Creative Director

Oversaw creative team in strategy, development, planning, and execution of a broad range of experiential events, including pop-ups, conferences, retail experiences, and special launches.

Boosted sales of Nintendo Console 35% with creation of gameshow for YouTube, Disney and Nickelodeon that delivered six (6) episodes and live event in 110 days, capturing 500M+ impressions.

TANGRAM INTERNATIONAL, New York, NY 2015 - 2018
Creative Director

Spearheaded delivery of creative services, leading team designers and project managers. Ensured fulfillment of tasks and milestones for ongoing projects, as well as adherence to budgets and timelines. Brainstormed and conceived ideas for new projects and RFPs. Directed, coached and mentored new staff.

Generated 25% revenue growth through direction of award-winning team; steadily won new clients while expanding wallet share from existing base of customers.

Built new, creatively driven culture by driving focus on storytelling and consumer-centric insights to elevate and innovate customer experiences.

Expertly managed accounts for three (3) major clients (Nike, Nickelodeon, HBO) with 100+ events/year, while winning projects with three (3) new clients—Mission Sportwear, Hunter, Harry Winston.

DERSE Inc, New York, NY 2014 - 2015
Creative Director

Established and oversaw development of new creative team supporting clients for opening of a new regional office. Defined group's creative strategy, which emphasized engaging and creating high-impact experiences for discerning fashion-industry brands.

JACK MORTON WORLDWIDE, New York, NY 2013-2014
Design Director

Delivered branding and creative marketing/design ideas to drive business development and client acquisition. Oversaw work of external partners (vendors, freelancers, and digital/interactive subcontractors). Led team of three (3) designers and worked directly with clients.

Created brand new experiences for ADT at CES 2014, and 2XIST retail design.

Optimized team performance and cohesiveness through the creation of a collective leadership mission and supportive culture that focused on coaching/mentoring for creativity, collaboration, shared accountability, and work culture.