

Duc Nguyen. User Experience Director & Interactive Designer
hello@hireduc.com | +31 61 809 190 6

Nomads Amsterdam | User Experience Director | 02/2013 – now

Main tasks:

- » UX and Art lead across large and small scale project for all international clients such as P&G (Pampers, Max Factor, Clairol), Sony Playstation, SKINS, Danone, adidas
- » Planning, concepting of web services, sites, apps, developing ideas, wireframes, prototypes, guidelines and toolkits
- » Proposal creation and initial user experience strategy development, conducting user research and evaluating data analytics
- » eCRM and email marketing conception and implementation
- » A/B and multivariate testing to identify actionable recommendations for improved performance
- » Evaluation of emerging technologies, tools and methodologies, providing thought leadership and perspective for enhancement
- » Mentoring and giving guidance and leadership for Junior designers and interns

Main achievements:

- » Creation of Pampers global digital ecosystem and launch of new pampers.com in 47 countries.
- » Redesign of SKINS.com with a conversion rate increase of >60% and an increase in revenue of >80%
- » Launch of awardwinning playstation companion apps for Killzone Shadowfall, Killzone Mercenary
- » Development of Max Factor Perfect Colours app, used by Beauty Consultants in 7 countries.

Freelance User Experience and Art Director | 07/2012 – 01/2013

Main tasks:

- » Creative for hire creating the user experience and design for digital as well as concepting and art directing for non digital media. Working for clients such as: Eckes Granini, Hakro Activewear, Flächenbrand, Jung von Matt, BBDO Proximity, Aimaq von Lobenstein

Main achievements:

- » Social media launch campaign for Eckes Granini "Die Limo" a product innovation generating over 100.000 Facebook fans in only 1 month
- » Launch of B2B Ecommerce platform for Hakro Activewear

Personal information

Born in Hanau, Germany
11.07.1980,
german nationality

Education

Master of Arts Leadership in Digital Communication,
University Sankt Gallen / University of Arts Berlin
2011 – 2015

Diplom-Designer Communication Design,
University of Applied Sciences Wiesbaden
2002 – 2007

Skills

Ideation
User Experience
Service Design
User Interfaces
Interaction Design
Art direction
Prototyping
Illustration
Typography

Fluent with

Adobe Creative Suite
Axure
Sketch
Omnigraffle
Invision
Keynote
Webflow

Good knowledge of

HTML & CSS
After Effects
Pixate
Python
Php

Languages

German,
Vietnamese (mother tongue)
English (fluent)
Dutch, Latin, French, Spanish,
(basic knowledge)

Sabbatical & Master Studies | 07/2011 – 06/2012

Main tasks:

- » Having a great time and learning as many new things as possible
- » Doing things I always wanted to but never had the time for
- » Study of digital media, design and communication as well as management and leadership for digital projects

Main achievements:

- » Passed the admission exam for the university at St. Gallen University and University of Arts Berlin
- » Created a social game for good
- » Traveling in Asia for 3 months
- » Walked the Camino de Santiago de Compostela
- » Finished a marathon in 4hrs and 8min

Africa Publicidade Sao Paulo | Exchange Art-Director | 10/2009 – 11/2009

Main tasks:

- » Senior Art Director for Misubishi Brazil and SSCP creating concepts, sourcing illustrators and photographers, preparing and executing productions

Main achievements:

- » Organizing knowledge exchange between brazilian agency Africa and german creatives from Jung von Matt in terms of work methodology and processes

Jung von Matt Spree | Junior to Senior Art-Director | 06/2007 – 07/2011

Main tasks:

- » Art Director for clients such as Mercedes, Amnesty International, Deutsche Post DHL, NBC, Sparkasse
- » Conception, design and production of advertising campaigns consisting of print ads, TV commercials, activation ideas, online banners and microsites
- » Sourcing illustrators, photographers and film directors for the production, attend photo and filmshoots, supervising suppliers from pre to post production
- » Proactively develop ideas and business cases for existing and new clients

Main achievements:

- » Award winning campaign for Amnesty International "It happens when no one is watching"
- » Creation and production of efficiency awarded intergrated campaign "Giro sucht Hero" for Sparkasse
- » Canneslions awarded activation campaign "The pirate radio experiment" for International Society for Human Rights (ISHR)

Awards

I am fortunate that my work was recognized for over 60 awards from the creative industry throughout my career. Amongst those I am especially proud of:

- » 4 lions at the Cannes Lions Advertising Festival
- » Judges Choice and Certificate of Excellence at the Type Directors Club NY
- » Gold and Silver at the Global Art Directors Club
- » Red Dot Design Award Best of the Best
- » Webby Awards Honoree
- » Talent of the Year Award at the Art Directors Club Germany

Press, Publications & Exhibitions

- » Sushi 10 & 15
- » Adformatie
- » New York Times Magazine
- » Süddeutsche Zeitung
- » Deutscher Designer Club
- » Red Dot Design Museum, Part of the permanent Exhibition
- » Mori Arts Center Tokio
- » German Embassy Brussels
- » Museum Wiesbaden

A little bit more

I love making things and I love to learn. One the main reasons I became a designer is the amazing feeling to create things from scratch.

In my spare time I am trying to master the old art of etching. In contrast I also invest time picking up new programming languages and play around with Arduinos and Raspberry Pis. I get excited about all gadgety things and have to contain myself not to bankrupt myself. I love to run, but one fun part of it is tracking all data from my runs and synchronizing those with other data from my gadgets to analyze them.

Finally I am a big gamer and as games teach us a lot about user experience – both bad and good ones – I am always happy to do research.