

Thuan Nguyen (Mei)

Senior Product Designer | Product Strategy, B2B SaaS & AI

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Senior Product Designer with 10 years of experience across B2B SaaS, AI, fintech, and healthcare. Bridging product strategy, user research, and technical execution to solve complex business problems and drive measurable impact.

WHAT I BRING

- 1. Product Strategy:** Translate business challenges into product direction, MVPs, and validated solutions.
- 2. Enterprise & Technical Depth:** Simplify complex systems and bridge design with engineering through functional prototypes.
- 3. Leadership & Collaboration:** Lead design teams, mentor designers, and align stakeholders around product decisions.

WORK EXPERIENCE

Optimizely Senior Product Designer - Platform OCT 2025 - PRESENT
Working across Admin Center, Reporting, Product Recommendations and Content Recommendations

- Admin Center:** Traced 81% of analyzed support tickets to complex access rules and designed a phased self-service plan for user management. Led Admin Center design for Virtual Teammates. [View case ↗](#)
- Revenue Strategy:** Segmented customers by contract value and cost-to-serve and proposed a three-phase self-service upgrade strategy to reduce sales dependency. [View case ↗](#)
- AI Credit Management:** Designed usage tracking, team allocations and budget controls for enterprise admins [View case ↗](#)
- Research OS (0→1):** Designed and built an AI-assisted research MVP, reaching 29 users with a 20.5% return rate during initial testing. [View case ↗](#)

SieuViet Group Senior Product Designer OCT 2024 - OCT 2025
Jobseekers platform - vieclam24h.vn - 50.4K MAU

- Identified authentication friction disrupting the job application journey and prioritized a unified login experience.
- Redesigned phone-first authentication while preserving job context, increasing successful logins by **8.4%** and applications by **5%** within one month.

[View case ↗](#)

- Redesigned cost-of-goods-sold (COGS) and shipping-cost configuration, simplifying four setup paths into three while preserving existing capabilities.
- Reduced related support tickets by **83%**, shortened **setup time from 8 to 4.3 minutes**, and improved **free-to-paid conversion by 5%**.
- Built and maintained a scalable design system aligned with Shopify Polaris to improve consistency across the product.

[View case ↗](#)

- Led a design team of 6 (UI/UX designers, UX writer): research-based roadmap, delivery, mentoring.
- Shipped a new e-wallet, PayME POS and bank-partnered loan flows within one year, on a shared design system.
- Salary advance with CIMB: 10 user interviews (7 of 10 ran out of salary by mid-month); 3-party swimlane agreed by business, bank and engineering; fixed 3 usability findings before release.

[View case ↗](#)

Earlier

- **Zoop Care** - UX Designer, Bewell healthcare app · Sep 2021 - Apr 2022.
Launched a new app version and initiated the Home Doctor service; built the persona and research foundation. [View case ↗](#)
- **M_Service (MoMo)** - Product Owner Executive, Vietnam's #1 e-wallet · Apr - Sep 2021.
Shipped auto top-up for empty-balance users; banking flows (linked accounts, deposits) and SRS documentation.
- **Teqnological Asia** - UI/UX Designer, internal Docs-hub tools · Sep 2019 - Apr 2021
- **Acexis JSC** - UI/UX Designer, healthcare systems (pharmacy management, dentist web app) · Mar 2016 – Sep 2019

SKILLS

Product & strategy: Revenue strategy, segmentation, roadmapping, MVP scoping, SRS, BPMN

AI & technical: Enterprise AI governance, AI-assisted MVP coding (Claude, Codex, Gemini), HTML/CSS

Research & data: Success metrics, funnel analysis, interviews, usability testing, Mixpanel, Clarity, Hotjar

Design: Enterprise platforms, information architecture, design systems , prototyping

EDUCATION

BSc, Information Technology - Nha Trang University (2013 - 2017)