

# An Nguyen Leon

Senior Product Designer

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## PROFILE

Senior product designer with 10+ years shaping products from 0-to-1 across fintech, DeFi, health tech, and consumer software. Led design for products at BCG, TymeBank, Satang, and Incognito Chain. Track record of driving measurable outcomes (50% conversion lift at Diag Medical) and building design teams from scratch. AI-augmented workflow. Based in Vietnam, working globally.

## EXPERIENCE

- Senior Product Designer** 2024 – Present  
Diag Medical · Freelance · Hybrid
- Drove 50% conversion lift by redesigning the end-to-end consumer booking experience across web and mobile
  - Built analytics-driven design process with SEO and Product leads; shipped weekly UX iterations using Crazy Egg heatmaps
- Senior Product Designer** 2024 – 2025  
NODO · Contract · Remote
- Sole designer for nodo.xyz: defined product vision, design system, and brand for a DeFi vault platform managing \$2M+ TVL
  - Cut onboarding drop-off by simplifying complex DeFi workflows into 3-step flows accessible to non-crypto users
- Senior Product Designer** 2024  
Yolo Lab · Contract · Remote
- Shipped a full DEX + launchpad from zero in 5 months: brand identity, component library, and 40+ screens
  - Defined interaction patterns and visual language that differentiated Gull Network in a saturated DEX market
- Founding Designer** 2022 – 2023  
Fewcha Wallet · Contract
- Designed browser extension adopted by 30K+ users in 6 months: end-to-end UI, 3D onboarding, motion, design system
  - Grew design function from 1 to 4; mentored 3 juniors while maintaining brand consistency across 12 touchpoints
- Senior Product Designer** 2020 – 2022  
Orbix Trade (Satang) · Full-time
- Led redesign of Satang Pro suite (web + mobile + landing) for 500K+ users; unified 4 fragmented products
  - Built design team from zero to 4. Established design review process, component library, and hiring pipeline
- Senior Product Designer** 2021 – 2022  
BCG · Contractor
- Designed loan products for MSB bank (10M+ customers) under BCG engagement; built enterprise design system
  - Conducted 15+ user interviews that directly shaped product roadmap. Recruited and onboarded 2 design hires
- Senior Product Designer** 2021 – 2022  
TymeBank · Contractor
- Owned design of Crypto trading (Paxos integration) shipped to 5M+ TymeBank users across Vietnam and Philippines
  - Designed GoalSave behavioral savings product for PH market. Delivered motion specs and product docs
- Lead Designer** 2018 – 2020  
Incognito Chain · Full-time
- Sole design lead: shipped website, mobile app, and industrial design for Node hardware – Incognito's first physical product
  - Managed team of 3; established design process for privacy-first platform from pre-launch to 50K+ users
- UI Designer** 2017 – 2020  
Autonomous Inc. · Full-time
- Redesigned 3 web products (MyConstant, Ninja, Incognito) and led UI for SmartDesk 3 IoT product line
  - Introduced usability testing practice; findings led to 30%+ reduction in support tickets on MyConstant
- UX/UI Designer** 2015 – 2016  
EngineThemes · Full-time
- Designed 2 commercial WordPress themes (Microjob Engine, Hotel Engine) used by 5K+ customers globally

## CORE FOCUS

0-to-1 Product Design · Design Systems & Ops · Brand & Visual Identity · Design Team Leadership

## TOOLS

Figma · Framer · Spline · Photoshop · Illustrator · After Effects · Linear · Notion · HTML/CSS/JS · Cursor · Claude Code · Codex · OpenClaw

## SKILLS

User Research · Information Architecture · Prototyping · Interaction Design · Visual Design · Motion Design · 3D · Design System Architecture · Team Management