

# Charles Nguyen

## SENIOR UX DESIGNER

*"Designing for the world we were promised"*

(817) 262-2728

FTNDesigns@gmail.com

[ForTheNguyen.Design](https://ForTheNguyen.Design)

[linkedin.com/in/cnguyen1310/](https://linkedin.com/in/cnguyen1310/)

## EXPERIENCE

### Lead UX Designer, Toyota Motors North America

Feb 2024 - Present Day

- Orchestrated the integration of the Product Configuration and Pricing System (PCPS) into digital platforms, streamlining the user journey and enhancing accessibility to customizable vehicle options.
- Led a cross-functional team in conducting comprehensive user research, usability testing, and journey mapping specifically tailored to PCPS, ensuring optimal user experience and satisfaction.
- Collaborated closely with product managers, designers, and developers to seamlessly incorporate user feedback and insights into the enhancement of PCPS, resulting in a more intuitive and user-friendly interface that increased user engagement and conversion rates.

Used iterative design methodologies to incorporate user feedback and continuously improve the user experience, making data-driven decisions to enhance the platform's usability and functionality.

### Senior UX Designer, 7-Eleven

May 2023 - Present Day

- As the Senior UX Designer responsible for providing UX program oversight of all R&D innovation space initiatives, my role encompasses a variety of tasks aimed at optimizing user experiences, fostering innovation, and ensuring seamless collaboration between design and development teams.
- Developed high-fidelity prototypes and design mockups that addressed specific challenges in the legacy system while ensuring a modern and cohesive visual identity aligned with 7-Eleven's brand.
- Worked closely with development teams to ensure the seamless integration of Bootstrap components and responsive design principles into the new platform.
- Used iterative design methodologies to incorporate user feedback and continuously improve the user experience, making data-driven decisions to enhance the platform's usability and functionality.

## SKILLS

**Software:** Figma • Sketch • XD • Axure • InDesign • Adobe CC • After Effects • Zeplin

**Design:** User Research • Story Boards • Visual Design • User Interface • Mobile Design • Web Design • Prototyping • Video Editing • Illustration

**Professional:** Project Management • SAFe Agile Certified • Brainstorm Facilitator • Business Strategy • Cross-Functional Leadership

## PATENTS & ACCOLADES

### Virtual Collaborative Space within a Workflow

IBM Patent (Filed and Pending)  
ID 98911514

### Child Tracking Platform Integrated with Theme Parks and Resorts

Patent Pending US 62/859,524

### Adobe Creative Jam Finalist

Adobe CC Team

### Autonomous Pod Transport (APT) HUD Exhibitor

Bell Flight CES 2020 Team

## **UX Designer, IBM iX**

Oct 2021 - May 2023

- Published standards on topics such as accessibility, motion, and age-appropriate design for IBM's product designers to reference and build upon.
- Spearheaded the introduction of adaptable user archetypes at Johnson & Johnson, collaborating with Research and Analytics to ensure factual and statistically impactful representation for diverse businesses.
- Collaborated with U.S. Army stakeholders to identify both short-term and long-term business goals, recommending optimal solutions that delivered exceptional user experiences while promoting brand identity.
- Identified and addressed client pain points at Meta by promoting accessibility, providing consultative support, and offering strategic guidance to enhance overall user experiences.

## **ADDITIONAL EXPERIENCES**

### **Senior UX Designer, American First Finance**

Mar 2021 - Oct 2021

### **Lead UX Design Engineer, Aventiv Technologies**

Mar 2020 - Mar 2021

### **UX Designer, Bell Flight**

Oct 2019 - Jan 2021

### **UX Designer, Hypergiant Industries**

Dec 2019 - May 2020

### **Product Designer/Manager, Panasonic USA**

Feb 2017 - Nov 2019

## **LICENSES & CERTIFICATIONS**

**Enterprise Design Thinking – Team Essentials for Artificial Intelligence** | IBM

**Enterprise Design Thinking Co-Creator** | IBM

**Enterprise Design Thinking Practitioner** | IBM

**Accessibility Advocate** | IBM

**SAFe (Scaled Agile Framework) Practitioner** | SAFe Studios

**Salesforce 101 - Introduction to Salesforce** | Udemy

**UX Design Certification** | Springboard

**Games UX Foundations – Starter Edition** | The Interaction Design Foundation

**Membership Certification** | The Interaction Design Foundation