

# LAN NGUYEN

## UX Researcher

MY PORTFOLIO >>>

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### SUMMARY

Hello, I am Lan, a UX researcher currently based in Munich. I hold a master's degree in Product Service System Design, where I was equipped to manage projects iteratively, from research to prototyping and feedback collection. Earlier, I studied scenography design, which sharpened my aesthetic sensibilities and deepened my understanding of human interaction. I'm passionate about integrating people, technology, and business to craft both tangible and intangible experiences rooted in strategy, creativity and sustainability.

### WORK EXPERIENCE

#### Van Lang University | Hybrid

**Education Mentor** at Faculty of Music, Theatre & Film

May 2021 – present

My role in the Faculty of Music, Theatre & Film includes:

- Curate and translate materials to support teaching – refining my research synthesis and communication skills
- Provide feedback on student work – sharpening my ability to evaluate creative outputs and give constructive input
- Support workshop organization – gaining experience in facilitation and stakeholder coordination
- Track and share emerging trends – building foresight relevant to user and cultural insights
- Contribute to professional outreach – strengthening my storytelling and value communication skills

#### Bosch Digital | Hybrid

**Senior UX Researcher** at Bosch Digital Backbone

Dec 2023 – Jan 2025

Bosch Digital Backbone is the highly complex program of Bosch, with more than 10 projects included, responsible for transforming Bosch group processes into the landscape of S/4HANA.

My tasks/ achievements include:

- Drove research activities within S/4HANA landscape with a focus on Budget-to-Perform, Order-to-Cash, Source-to-Pay
- Translated research findings into actionable insights
- Analyzed qualitative and quantitative data collected from business requirement management process, with that increase customer success
- Consolidated data on multiple user groups across complex business processes, thereby increasing the quality of UX living documentation
- Developed Feedback Concept for cross-projects considering longterm reusability and scalability

- Worked in diverse teams with Organizational Change Management Team, UX Advocates, UX Research Peers, UX/UI Designer, Program/Project Managers, Product Owners and other stakeholders
- Supported multiple teams concurrently with UX Research activities

### Senior UX Researcher at Pricing Planning Actual

Aug 2024 – Jan 2025

The Pricing Planning Actual (PPA) tool is a digital solution designed to address the shortcomings of current approaches to pricing and planning, which are disconnected, require excessive manual effort, and struggle with large datasets and complex logic. By integrating actual historical data, it enables admin and users to calculate costs for their companies and departments, simulate scenarios based on assumptions, compare pricing, planning, and actual trends. This streamlined approach supports better budget control and provides the corporate leadership with actionable insights for financial decisions in the upcoming year.

My tasks include:

- Uncovered business needs and user needs across multiple aspects in corporate landscape eg. pricing, budgeting, facility management, human resourcing to guide the development of the end-to-end corporate finance tool used by top decision makers at Bosch Global Software Technologies Vietnam
- Led comprehensive UX Research activities while working closely with Product Owner, Project Manager, UX/UI Designers, Database and Architecture Lead, Developers, QA Specialists

### Senior UX Researcher at Bosch Digital Cloud

Mar 2023 – Dec 2024

The program targets developing more customer-centric focus and value proposition for Bosch Digital (BD) Cloud portfolio.

User Experience Research:

- Steered UX Research initiatives that aligned with business goals
- Planned and executed research activities with customers worldwide
- Created and acted on a mid/ long-term research plan for Cloud Center of Excellence and Business Operation Tribe Cloud
- Selected suitable research methods to address project hypothesis from customer-focused to enduser-focused
- Created a CX/UX Research repository and living documentation for facilitated access to research results
- Collaborated with colleagues from diverse backgrounds, eg. Business Development Team, Project Lead, Product Owner, Security Manager, Cloud Architect, Cloud Engineer, UX Researchers, UX/UI Designers, COM Specialists
- Presented actionable research results to a diverse audience
- Drove customer engagement

Team co-Leading:

- Managed a team of 10+ UX/UI/COM colleagues across locations facilitating regular knowledge exchange
- Monitored budget utilization to ensure efficient resource allocation across UX activities

#### UX Advocacy:

- Skilled up UX/UI Designers to consolidate Design Thinking into their daily practice
- UX methods training and sharing for Bosch colleagues across locations, eg. on interviewing and note taking, workshop planning and moderation techniques, usability testing and data synthesis methods
- Piloted customer journey management @ Bosch Digital with APAC business consultant team and customer from Home Comfort
- Supported IDE event that engaged 200+ developers on-site and 1000+ ones virtually

#### UX Researcher at WorkON 2.0

Oct 2023 – Apr 2024

The project aims at upgrading and migrating former approval workflows platform to the new one utilizing low-code methodology while supporting smooth user experience of 100+ core users and 400,000+ normal users (meaning mostly the whole Bosch's employees!). My tasks/ achievements therefore include:

- Led UX Research to ensure seamless transition of user experience from former platform to the new one
- Moderated workshop with 20+ key users, thereby supporting Product Owner and Tech Lead to capture the 'pains' and expectation of main decision makers in the platform, informing suitable migration strategy
- Resolved the compatibility challenges between user interface layout in Figma design and Outsystems implementation, thereby enhancing the communication and collaboration between UX/UI Designers and Developers

#### UX Researcher at SAP domain

Oct 2022 – Mar 2023

With focus on eBike Product Data Management app and Workflow Interface Environment app, my tasks/ achievements include:

- Drove design-led development process of Fiori apps for designs that improve User Experience with complex internal processes, thereby increasing productivity
- Co-map easy user flow of working with agencies (based on my experience collaborating with Ergosign on eBike PDM app), this activity supported colleagues from two former units, after merging, to fertilize their powers to increase the newly formed unit as Bosch Digital's impact and efficiency

#### Doodle Design

##### UX Researcher, Experience Designer | Saigon, Vietnam

Jul 2021 – Oct 2022

My role included:

- Conducting user research, developing concept, building elaborate usage flows, creating wireframes, interaction design.
- Facilitating workshops with stakeholders for necessary business needs and feasibility requirements.
- I had valuable opportunities to collaborate with clients / partners from LUMA Institute, MURAL, BCG, GIZ, etc. on a wide range of projects as well as with internal team on iterating Doodle's products and services.

## **Vulcan Labs**

**Experience Designer** | Saigon, Vietnam

Feb 2021 – Jul 2021

My responsibilities included:

- Designing user experience, user interface for digital products in collaboration with product owner, business analyst, performance manager, marketers, iOS and android developers, quality control testers, motion graphic designers.
- Creating interactive prototypes. Conducting usability tests.

## **Enjoy Agriculture**

• **Design Researcher** | Saigon, Vietnam

Nov 2020 – Apr 2021

• **Design Researcher** | Dakar, Senegal

Sep 2020 – Nov 2020

• **Design Researcher** | Milan, Italy

Apr 2020 – Sep 2020

My internship with Enjoy Agriculture team is a part of projects facilitated by Social Innovation Teams (SIT) Milan towards social innovation and supporting social entrepreneurs that have created social enterprises or nonprofit organisations in Italy and/or abroad.

## **Handhome**

**Experience Designer** | Hanoi, Vietnam

Dec 2015 – Nov 2018

Handhome is a startup centered on architectural content and community. Launched in 2013 via handhome.net, it enabled users to exchange ideas on architecture and interior design. I joined in 2015 as part of a multidisciplinary team aiming to foster community through creative, architecture-driven initiatives.

## **Samsung Mobile**

**Sketch Artist** | Hanoi, Vietnam

2011 – 2016 (seasonal)

I collaborated in advertising campaigns held by Samsung Mobile for launching new generations of GALAXY Note over several seasons.

## **Hanoi Academy of Theatre and Cinema**

**Teaching Assistant, Admission Consultant, COM Designer**

Sep 2013 – Dec 2015

| Hanoi, Vietnam

Upon graduation, I started involving as a teaching assistant for the bachelor's degree. Besides, I was in charge of office works that related to grade calculation, classes management, administrative content compilation, etc. Last but not least, my responsibility absolutely related to the design works – content for teaching, visualisation for exhibitions, materials for events and ceremonies to name a few.

## **i5 Production**

**Graphic Designer** | Hanoi, Vietnam

Oct 2011 – Sep 2013

I worked as a part-time graphic designer and contributed in different parts of projects, such as brand identity, event materials, event coordinators supporting. During that time, we collaborated with international clients such as Samsung, Heineken, Lamborghini, Jeunesse, and local brands such as THACO, VietinBank, etc.

EDUCATION

Politecnico di Milano

Master's degree | Product Service System Design | Milan, Italy 2018 – 2021

Hanoi Academy of Theatre and Cinema

Bachelor's degree | Scenography Design | Hanoi, Vietnam 2008 – 2013

SPOKEN LANGUAGES

English, Vietnamese

SKILLS

collaboration	communication	consulting	cross-functional agility		
critical thinking	customer/user journey mapping	data analysis	design thinking		
documentation	empathy	ethnography	ideation	interviewing	mentoring
presentation	prioritization	problem solving	stakeholder engagement		
usability testing	user-centered design	ux research	workshop moderation		