

# Lan Nguyen

UX Researcher & Designer

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## SUMMARY

My work blends iterative research, prototyping and feedback to create thoughtful product-service experiences. With a background in scenography and product service system design, I bring a strong sense of aesthetics and a deep focus on human interaction, always aiming to connect people, technology, business through strategy, creativity & sustainability.

## EDUCATION

Master's degree,  
Product Service System Design,  
Politecnico di Milano  
2018 - 2021

Bachelor's degree,  
Scenography Design,  
Hanoi Academy of Theatre &  
Cinema  
2008 - 2013

## CERTIFICATES

Google Data Analytics  
April 2025

Mastering Value Propositions  
February 2024

Conduct UX Research and Test  
Early Concepts  
August 2022

## LANGUAGES

English | advanced  
German | beginner  
Vietnamese | native

## EXPERIENCE

### Software Usability Engineer

ROSEN Group | Oct 2025 - present

### Education Mentor

Van Lang University | May 2021 - present

### UX Researcher & Designer

Bosch Digital | Oct 2022 - Jan 2025

#### Bosch Digital Backbone [14 months]

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 included:

- Drove research activities with a focus on Budget-to-Perform, Order-to-Cash, Source-to-Pay
- 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 with diverse teams of Organizational Change Management, Program/Project Managers, Product Owners, UX Advocates, UX Research Peers, UX/UI Designers and other stakeholders
- Supported multiple teams concurrently with UX related activities

#### Bosch Digital Cloud [22 months]

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

User Experience Research:

- Planned and executed UX Research and Design activities with customers worldwide of Cloud Center of Excellence and Business Operation Tribe Cloud that aligned with business goals
- Selected suitable methods to address project hypothesis from customer- to enduser-focused
- Created 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

Team co-Leading:

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

UX Advocacy:

- Provided UX methods training and sharing for colleagues across locations, eg. on interviewing and note taking, workshop planning, moderation techniques, usability testing and data synthesis methods
- Piloted customer journey management with APAC business consultant team and customer from Home Comfort
- Supported IDE event that engaged 200+ Developers on-site and 1000+ ones virtually

#### Pricing Planning Actual [6 months]

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.

My tasks included:

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

#### WorkON 2.0 [7 months]

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 included:

- Led UX Research to ensure seamless transition of user experience from former platform to 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 UI layout in Figma design and OutSystems implementation, thereby enhancing the communication and collaboration between UX/UI Designers and Developers

#### SAP Domain [6 months]

With focus on eBike Product Data Management and Workflow Interface Environment tool, my tasks included:

- Drove design-led development process of Fiori apps for designs that improve user experience with complex internal processes, thereby increasing productivity
- Co-mapped easy user flow of working with agencies (based on my experience collaborating with Ergosign on eBike PDM tool), 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

## UX Researcher & Designer

Doodle Design | Jul 2021 – Oct 2022

My role included:

- Conducting 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 on a wide range of projects as well as with internal team on iterating Doodle's products and services

## UX Designer

Vulcan Labs | 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 and conducting usability tests

## Design Researcher

Social Innovation Teams | Apr 2020 – Apr 2021

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

## UX Designer

Handhome | Dec 2015 – Nov 2018

Handhome is a startup centered on architectural content and community. Launched in 2013 via handhome.net (currently: notes.vn), it enabled users to exchange ideas on architecture and interior design. I joined in 2015 the multidisciplinary team aiming to foster community through creative, architecture-driven initiatives.

## Sketch Artist

Samsung Mobile | 2011 – 2016 (seasonal)


I collaborated in advertising campaigns for launching new generations of GALAXY Note over several seasons

## Teaching Assistant, Admission Consultant, COM Designer

Hanoi Academy of Theatre & Cinema | Sep 2013 – Dec 2015

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.

## SKILLS



	Plan UX Activities	Understand Context of Use	Synthesize Insights	Ideate & Realize	Test & Gather Feedback	Build
<b>Skillset</b>	research planning, workshop moderation / stakeholder alignment, consulting	interviewing / empathy, communication, stakeholder engagement	data analysis, insight synthesis / critical thinking, presentation	concept generation, infor. architecture, wireframing, prototyping / attention to detail, creativity	usability testing, survey conducting, feedback analysis	developer handoff / cross-functional collaboration, problem solving, time management
<b>Methods</b>	<ul style="list-style-type: none"> <li>Qualitative: questions zero, stakeholder mapping, hypothesis writing, roadmap creation</li> <li>Quantitative: benchmarking, cultural probes</li> <li>Mixed: interview, contextual inquiry, empathy mapping, benchmarking, cultural probes</li> </ul>	<ul style="list-style-type: none"> <li>Qualitative: interview, contextual inquiry, empathy mapping, benchmarking, cultural probes</li> <li>Quantitative: benchmarking, cultural probes</li> <li>Mixed: interview, contextual inquiry, empathy mapping, benchmarking, cultural probes</li> </ul>	<ul style="list-style-type: none"> <li>Qualitative: affinity mapping, personas creation, journey mapping, value prop. mapping</li> <li>Quantitative: statistical analysis, value prop. mapping</li> <li>Mixed: affinity mapping, personas creation, journey mapping, value prop. mapping</li> </ul>	<ul style="list-style-type: none"> <li>Qualitative: user flows mapping, storyboard, service blueprinting, brainstorming, co.creation workshop</li> <li>Quantitative: service blueprinting, brainstorming, co.creation workshop</li> <li>Mixed: user flows mapping, storyboard, service blueprinting, brainstorming, co.creation workshop</li> </ul>	<ul style="list-style-type: none"> <li>Qualitative: heuristic evaluation, think aloud testing, A/B testing, competitive analysis, surveys, card sorting</li> <li>Quantitative: A/B testing, competitive analysis, surveys, card sorting</li> <li>Mixed: heuristic evaluation, think aloud testing, A/B testing, competitive analysis, surveys, card sorting</li> </ul>	<ul style="list-style-type: none"> <li>Qualitative: prioritization matrix, agile methodologies, handoff reviews, annotation reviews ...</li> <li>Quantitative: prioritization matrix, agile methodologies, handoff reviews, annotation reviews ...</li> <li>Mixed: prioritization matrix, agile methodologies, handoff reviews, annotation reviews ...</li> </ul>
<b>Tools</b>	Miro, Mural, FigJam	MSFT. Outlook & Teams, Zoom, NEXTapp	MSFT. Excel, Google Sheets, RStudio, MSFT. Powerpoint, Keynote	Diagrams, Figma, Wix Editor, Adobe (Illustrator, InDesign, Photoshop, Premiere), Pen & Paper	Optimal Workshop, Maze, MSFT. Forms, Google Forms	Confluence, Jira, Azure DevOps