



Lin Nguyen

Senior UX Designer — Design Systems & Research-Led Product Design

✉ lin.nguyen@example.com ☎ (416) 555-0142 📍 Toronto, Canada

🌐 linnguyen.design 🌐 linnguyen

Summary

Senior product designer with 5+ years across consumer fintech and B2B SaaS. Equally comfortable running generative research, owning a design system, and shipping the small flows that compound into a strong product. Believer in writing decisions down so they survive past the next reorg.

Experience

Wealthsimple , Senior Product Designer	Toronto, Canada
Lead designer for the trading and self-directed investing surface.	June 2022 – present
	4 years

- Owned the redesign of the order ticket; a 12-month research-led project that reduced order-entry errors by 31% and increased average trade confidence scores by 0.6 (1-5 scale).
- Co-founded the design systems guild; led the migration from Sketch to Figma and shipped the first version of an internal token library now used by 40+ designers.
- Mentored two mid-level designers through promotion to senior; both now independently run discovery sprints.

Hopper , Product Designer	Montreal, Canada
Worked across booking flows, fare prediction, and retention.	Mar 2020 – May 2022
	2 years 3 months

- Designed the price-watch alert experience that grew weekly active users by 22% in the first quarter after launch.
- Ran a multi-market usability study (US, UK, AU) that surfaced six high-impact issues in the booking flow.

Loblaw Digital , Junior UX Designer	Toronto, Canada
Grocery e-commerce; learned the trade alongside senior designers and researchers.	Sept 2018 – Feb 2020
	1 year 6 months

- Owned the in-store pickup flow redesign that reduced abandonment at payment by 14%.

Education

MDes OCAD University , Interaction Design	Sept 2016 – June 2018
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BA (Hons) University of Toronto , Cognitive Science	Sept 2012 – May 2016
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Skills

Design tools: Figma (advanced), Framer, Principle, FigJam

Research: Generative interviews, usability testing, diary studies, surveys, RITE method

Systems & ops: Design tokens, component libraries, contribution models, accessibility audits (WCAG 2.2 AA)

Cross-functional: Discovery sprints, design critiques, written design rationale, stakeholder alignment

Projects

Wealthsimple Design Tokens

Internal Figma + JSON token library bridging mobile, web and brand surfaces.

Languages

English: Native

Vietnamese: Fluent

French: Conversational (B1)