



Julien Nguyen is a *product designer* based in Austin.

Throughout my 10+ year career I have focused on relentlessly advocating for the end-user, championing empathetic design thinking, leading with compassion and respect for my team, fostering strong and collaborative cross-functional relationships, and integrating qualitative and quantitative analysis into my design methodology.

Portfolio

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Contact

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Proficiencies

- User Experience Design
- User Interface Design
- Interaction Design
- Visual Design
- Design System
- Product Strategy
- Prototyping
- User Research
- Usability Testing
- Team Member
- Team Leadership
- XFN Collaboration

Auctane

Led design across multiple high-priority product verticals, establishing core design principles and workflows for internal teams. Drove key initiatives, including developing fulfillment solutions to support business growth, creating essential inventory and warehouse features for high-volume users, and enhancing the company's subscription model with optimized paywall and upsell strategies.

Sr. Product Designer 2024 — Current

Flash Parking

Provided design leadership across multiple product verticals while establishing core design principles and workflows for internal teams.

Sr. Product Designer 2022 — 2023

- Successfully delivered features for B2B/B2C products across various platforms (iOS, Android, responsive web)
- Implemented efficient PDE processes for multiple organizations (deliverable templates, standup templates, retro session templates)
- Promoted design coordination and cohesion across product offerings
- Mentored and supported junior designers and interns in their professional growth

Hologram

Principal design contributor for multiple growth and onboarding initiatives. Led and performed extensive qualitative research and collaborated closely with cross-functional partners.

Sr. Product Designer 2021 — 2022

- Improved top-of-funnel onboarding for new customers, driving crucial growth initiatives
- Supported core product improvements through thoughtful, iterative design
- Led qualitative research sessions to identify product and procedural deficiencies, gaining valuable systems design experience

Guideline

Supported key initiatives through iterative improvements of core product offerings.

Sr. Product Designer 2021

AppSumo

Founding product designer that helped contribute company revenue increase of over \$10M YOY. Set forth design standards and patterns for the design system, while actively shaping product strategy in collaboration with executives and cross-functional teams.

Product Designer (Founding) 2018 — 2021

Dell Technologies

Strengthened end-to-end UX design and research experience through execution of major customer-facing initiatives.

Sr. Interaction Designer 2015 — 2018

Interaction Designer 2014 — 2015