

NGUYEN TUAN SON

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WORK SUMMARY

Computer Science student bridging technical feasibility with UX strategy. Passionate about leveraging user research to craft intuitive, accessible interfaces across 3 product design projects, specializing in user research, product discovery, and translating insights into actionable prototypes.

EDUCATION

National Economics University

Expected June 2026

Bachelor of Computer Science. GPA: 3.3/4

Relevant coursework: Business Analysis, System Analysis & Design, Web Design & Programming, Mobile App Development.

PROJECTS

UX Designer, Lollypop Designathon 2025

September 2025

AI-native app for detecting navigation errors in traffic

- **Partnered** with a 5-member cross-functional team during a **24-hour** hackathon, competed with over 15 other teams to architect an application optimizing urban navigation for young commuters.
- **Spearheaded** user research by conducting and synthesizing 5 in-depth interviews, successfully defining **3** distinct strategic opportunity areas.
- **Architected** the strategic direction for the MVP based on research findings, prioritising features around real-time guidance and route familiarity.
- Presented a **strategic product pitch** to **4** industry judges that highlighted the **product's scalability** and **user impact**.

August - September 2025

UX Designer, Readmate

Web application to help in reading complex material

- **Co-led** product discovery to deconstruct the "complex reading" problem, validating a problem worth solving and establishing the foundational strategy for the application.
- **Synthesized** research insights into product concepts that **shaped** the core MVP direction, ensuring feature decisions remained grounded in identified user needs.
- **Translated** the solution strategy, converting abstract research insights into 2 low-fidelity wireframes for the MVP.

May - July 2024

UX Designer, Petfren

Smart math tutor app for parents

- Directed **5 qualitative interviews** with parents to surface key math-learning pain points, synthesizing insights into a primary persona and journey map to drive user-centric feature decisions.
- **Prototyped** 3 core user flows to validate UX recommendations, **aligning** the team on feature priorities and product direction.

SKILLS AND TOOLS

DESIGN TOOLS: Figma, FigJam, Claude, Gemini, Wireframing, Prototyping.

RESEARCH METHODS: User Interviews, Journey Mapping, Jobs to Be Done (JTBD).

TECHNICAL: HTML/CSS, JavaScript, Git.

PRODUCTIVITY: Notion, Obsidian, Zed.