

Binh Duong

Senior UX/UI Designer | Product Designer

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Professional Summary

Senior UX/UI Designer and Product Designer with 4+ years of experience leading end-to-end UX strategy across enterprise SaaS platforms, mobile, and responsive web. Proven ability to translate complex business goals and user research into scalable, user-centered design solutions aligned to organizational strategy. Experienced in leveraging AI tools to accelerate concept generation, streamline design workflows, and deliver efficient, high-quality experiences. Collaborative partner to product, engineering, and executive stakeholders driving design decisions grounded in data, usability testing, and measurable outcomes. Committed to continuous improvement and delivering impactful experiences from discovery through launch.

Experience

Senior UX/UI Designer | Ansira

April 2024 – Present

- Led UX strategy and product evolution for enterprise SaaS platforms by defining user journeys, interaction models, and scalable design systems. Leveraged AI tools to generate design concepts, accelerate ideation, and optimize user flows for efficient, user-centered outcomes.
- Designed accessible (WCAG-compliant), mobile-responsive web experiences using iterative, data-informed processes including usability testing and analytics. Presented strategic UX artifacts and insights to product and executive stakeholders to drive continuous improvement.
- Partnered cross-functionally with engineering and product teams to deliver consistent, high-quality experiences across enterprise platforms and email design systems, from discovery through launch.

UX/UI Designer | Ansira

Jun 2022 – Apr 2024

- Created interactive prototypes and wireframes in Figma to validate usability concepts, test assumptions, and support stakeholder decision-making during key product milestones.
- Partnered with cross-functional teams to translate business goals and user research into design solutions, developing user flows, information architecture, site maps, and personas to align product direction with real user needs.
- Delivered scalable, user-centered product experiences across web and mobile, grounded in research and analytics, measurably improving conversion and engagement.

UX/UI Designer | Sporty Ventures

Oct 2021 – Nov 2021

- Executed end-to-end UX improvements for a wellness data tracking product, rapidly delivering from concept to high-fidelity prototype within four weeks
- Translated user research and product insights into scalable visual systems, reusable UI components, and meaningful micro-interactions.
- Presented strategic design direction and research insights to cross-functional stakeholders, facilitating alignment and informed decision-making.

Education

UX Design Certification | Springboard Bootcamp | *Nov 2021*

9- month, 300 + hour, mentor-led UX Design Intensive

B.A. Arts & Technology | University of Texas at Dallas | *Aug 2018*

Specialized in STEAM research and UX Design

Skills

Design: Prototyping, Wireframing, Responsive Design, Information Architecture, User Flows, Product Thinking, User Interactions, Site Mapping, Persona, Strategy, Usability Testing & Validation, Stakeholder Management

Process: Agile/Scrum, Cross-functional Collaboration, Design Systems, Documentation, UX Research & Analysis

Platforms: AEM, SharePoint, Shopify, WordPress, Webflow, Framer, Squarespace

Tools: Figma, Figma Make, Claude, Claude Code, HTML/CSS, Adobe Creative Suite, Microsoft Office