

RÉSUMÉ

SAM PHONG NGUYEN

Howdy,

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Location: München, Bayern

I'm a Venture Designer with four years of diverse and global experience in developing digital products and business concepts for startups and corporates.

Expertise: Startups, Business Model, Value Proposition, Service Design, UX, UI, Branding.

_EXPERIENCE



DIGITAL PRODUCT DESIGNER

Interone GmbH, an agency of BBDO Worldwide.

January 2018 - Now
München, (Germany)

Client: BMW Digital

- Led the development several Digital Products for BMW website.
- Led the initiative to define the Design & Research toolkits that would enhance the design workflow.



PRODUCT & VENTURE DESIGN

Various Startups in Southeast Asia

October 2016 to December 2017
Singapore (Singapore), Saigon (Vietnam) & Yangon (Myanmar)

- Led the service design, user research, value proposition design, and developed the conceptual prototype development for Xilo App, a social enterprise that aims to save a dying cultural icon in Vietnam.
- Led the development of digital products, service design and creative strategy for Banbury Partnership, an emerging commodities trading powerhouse in Singapore.
- Led the design direction and the business conceptualization for Sofaer & Co International, one the most popular high-end hospitality and lifestyle startups in Myanmar.

Other venture design concepts include a disrupting blockchain-powered retail rating system and a real-time, online Ideation toolkit that focuses on video conferencing.

PRODUCT & SERVICE DESIGN

Bep Haus

September 2014 to October 2016
London (UK)

- I provided Product and Service Design advice for Bep Haus, an Anglo-Vietnamese Lifestyle & Foodservice startup with venues in Bank, St Paul, and Shoreditch. Bep Haus is regularly featured in the British press. The brand is endorsed by celebrity chefs such as Jamie Oliver and Bobby Chin.
- Directed the innovation initiative to transform the company's structure, CRM and redesigned the service blueprint.



NOT-FOR-PROFIT COLLABORATION



Big Radical

June 2017, London, UK

- Led the planning for a series of the hackathon to develop business ideas and digital products which tackle the mental health stigma



Accenture Interactive

February 2016, London, UK

- The Innovation Unit at Accenture Interactive invited me to collaborate and find solutions for the communication gaps in health care services for HIV patients.



Royal Academy of Art

October 2015, London, UK

- Designed contents for Ai Wei Wei's Digital (Dis)Communication Late event which was featured in Wired magazine as the most outstanding space.



Camden Council

October 2014, London, UK

- I worked with the Camden Council to create design solutions which aim to mediate the relationship between different age groups within the borough of Camden.

EDUCATION



Royal College of Art

Royal College of Art

MA, Information Experience Design | Distinction

London, UK

- Helen Hamlyn Award Nomination. I was shortlisted for the Healthcare Design for Disability, sponsored by the Snowdon Trust.
- Collaboratively developed an air-filter BioMask with **Imperial College London**, a Deep Learning learning app with **UCL** and led several Quantum Physic public workshops with **Oxford Martin School, University of Oxford**.



University for the Creative Art

BA(Hons) Graphic Design: New Media | First Class Honours (GPA 4.0)

Epsom, UK

- YCN Student Award | Young Creative Network, UK
- Shortlisted for "Design to Win" by the Design Museum in London, UK

SKILLS

UX:	Information Architecture, Wireframe Development
UI:	Visual Interface, Sketch App, Principle, Flinto
Design:	Adobe Creative Suites, Cinema 4D, Rhino, Final Cut Pro
Code:	HTML, CSS, Basic WordPress
Other:	Qualitative Research, Usability Testing, Workshop Facilitation, Service Design, Value Proposition Design, Business Model, Venture Capital