

Sylvia Nguyen Dang

Product Design & Strategy

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About me

I'm a product designer with a background in business development and marketing. My 10+ years of cross-functional experience enables me to design products that both customers and businesses love. When not designing, you'll find me illustrating, cooking, or finding the best ham and cheese croissants in the city.

EDUCATION

California College of the Arts

Master of Interaction Design

San Francisco, CA

Stanford University

MA Sociology

BA Comparative Studies in Race & Ethnicity; Human Biology

Stanford, CA

SKILLS

Business strategy

Customer research

Info architecture

Product strategy

Project management

Prototyping

Storytelling

Systems design

Usability testing

Visual UI design

Web design

Wireframing

Copywriting

Marketing

TOOLS

Figma (primary)

Adobe Suite

Arduino

InVision

Keynote

Miro

Overflow

Principle

Processing

Sketch

Tramontana

Product Design Lead (independent)

SND Design | Aug 2017 - present

I help startups, small businesses, and agencies build their UX/UI strategy, web and mobile experiences, and brand. Clients include:

Guideline | Feb 2023 - present

Design UI and visual concepts for out-of-home campaign, blog and social assets, infographics, and brand marketing for B2B retirement plan platform.

Pollen | Aug - Oct 2022

Led user research and testing, built design system components, and created high-fidelity prototypes for a seed-stage startup to release a beta of their B2C professional development app.

Daylight Design | Mar - May 2019

Redesigned web experience, information architecture, content strategy, and visual interface for government client to help consumers access mental health and substance abuse services.

In Place | Nov 2018 - Feb 2019

Owned user research, UX strategy, and visual design for a new web experience, brand identity, and marketing materials for a women-owned and operated moving/packing/organizing business.

Senior Product Designer

Elation Health | Feb 2021 - Sept 2022

Tackled the complex clinical healthcare space to build a platform for independent primary care. Worked with product teams to drive user research and strategy to improve clinical usability, data integrations, and scalable workflows for healthcare enterprises.

Product Designer (1st PD hire)

Lambda School (now BloomTech) | July 2019 - Feb 2021

As the first Product Design hire, I supported multiple product and engineering teams to create end-to-end experiences that helped students learn and track outcomes. I created best practices for user research, launched our first design system, managed design contractors, and grew the design team by hiring and mentoring two additional designers.

Business Development & Marketing Design

Uber Technologies | Sept 2013 - 2017

Launched national campaign for deaf/hard-of-hearing drivers to make the Uber app more accessible. Collaborated across Design, Product, and Engineering teams to conduct user research, improve app UX, and manage product marketing. Led visual designs for Uber's SF operations team, creating marketing assets to drive user adoption and engagement.