

VANSAY VIVANH

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Vansay (Von) has designed internationally in multiple industries for over ten years, focusing on startups. He is an expert in gamification and data-driven design. Von also won Techstars Startup Weekend in 2018 and 2019 and coached the competition in 2021. He advocates for inclusive design and making products more accessible and fun.

EXPERIENCE

Legend

Senior Product Designer

May 2022 - Current

- Oversee design and research of 2 gaming projects – social and unannounced.
- Developed the UI/UX for a new tournament-based gamification feature, boosting user engagement by 12%
- A/B tested store redesign, improving 7 out of 9 key monetisation metrics within a week.
- Established design workflow and documentation between 4 central departments – product, ops, experimentation, and growth, which improved communication and delivery.

Tutorful

Product Designer

Oct 2019 - May 2022

- Advocated accessibility and usability best practices that met W3C standards while keeping Lighthouse performance score above 90 – improving the UX for the students, parents/guardians and tutors on the web platform.
- Develop a foundation for an atomic design system for 3 platforms – iOS, Android, and web.

r2c Online

UI/UX Designer

Jun 2019 - Oct 2019

- Mapped out optimisation strategy for Driver's app pre-use checks process while meeting 100% compliance.

Meetupcall

UI/UX Designer

Dec 2016 - May 2019

- Developed platform documentation processes between 3 cross-functional teams – CS, engineering, and growth.



HONOURS & AWARDS

Legend Awards

Raising Star Finalist 2023

Techstars Startup Weekend

UI/UX Coach 2021

Techstars Startup Weekend

Competition Winner 2019

Techstars Startup Weekend

Competition Winner 2018

EDUCATION

University of Iowa

BFA Graphic Design 2011

SKILLS

Design Thinking, Accessibility and Inclusive Design, Project Management, UI/UX Design, DesignOps, Research, Data analysis, Prototyping, Usability Testing, Documentation, Critical Thinking, Teamwork, Problem Solving, Communication, Empathy, User Advocacy

STACK

Figma, Adobe CC, Notion, Slack, Miro, Jira, Hotjar, Amplitude, Lattice, Trello