

Alex Nguyen

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Experience



Staff Product Designer - Square

April 2024 — Feb 2026

I shaped the Square Online lower funnel buyer journey (cart, checkout & order confirmation), set the buyer vision for Square's AI-powered storefront, and most recently led the Cash App \$Profiles lower funnel experience across iOS, Android and Web.

Key Projects

- Square Online Buyer Journey: Cart, Checkout, Customer Accounts, Square Pay optimization across 14M+ buyers and \$1B+ GPV.
- OOFE: Late-funnel buyer experience for Online Ordering for Everyone, achieving ~20% higher conversion.
- Cash App \$Profiles: Led the checkout experience for Ordering Profiles on Cash App (iOS, Android and Web).
- AI-Powered Vision: Led the buyer component of a new AI-powered Square Online experience.



Senior Product Designer - Meta

May 2021 — April 2024

I drove design across the Shops org - from late-funnel commerce surfaces to the ML-powered Social Commerce Graph - and built the 0→1 analytics and payments platform behind Creators-as-Marketers. Promoted from L4 to L5 in under a year.

Key Projects

- Commerce Cart: Design Surface Lead. 300% lift on the primary goal, and 24% on the secondary goal. Modified design sprint methodology to reduce shipping risk.
- Commerce Relevance (Shops): Created strategy around ML-derived signals from the Meta Social Commerce Graph and integrated into Facebook & Instagram shopping surfaces.
- Creators-as-Marketers: Built 0→1 analytics & payments platform for creator-driven ROAS visibility.



Product Designer - Ogilvy

January 2019 — May 2021

I designed for global enterprise clients across web, voice and email, with a focus on accessibility and CX strategy.

Key Projects

- IBM & Wimbledon: Interactive parallax mini-site (UX & Interaction design).
- Formula 1: Alexa voice experience, CX journey mapping, accessibility reviews.
- Nestlé / British Airways: Email decision engineering.
- American Express: Airport lounge directory UX.
- Ford: Ran user testing for Ford's Mach-E website launch.

I took on additional responsibilities community managing the global Ogilvy experience design network, consisting of 150+ Experience Designers from around the world. I organised monthly network meetings to discuss the latest happenings in the industry and beyond.



Product Designer - Drover

September 2016 — December 2018

I owned UX end-to-end at an early-stage mobility startup, building both the product and the design culture from scratch.

Key Projects

- B2C Product Launch: Led UX from conception to launch. ~2,000 concurrent bookings, usability score 70+.
- Design System: Built using Atomic Design principles with Sketch shared libraries and Zeplin handoff.
- Design Culture: Mentored junior designers, started the "Design Book Club" initiative.

Summary

🚀 I'm an entrepreneurial senior UX designer, bridging user needs, business goals, and tech for innovative solutions.

🌟 With rich experience in-house (big tech and startups) and at agencies, I've launched consumer products to millions of people and partnered with global brands.

◆ 10+ Years of User Experience Design

◆ 11+ Years of Building Digital Products

Education

University College London
MSc Technology Entrepreneurship
2013-2015

University of York
BSc Accounting, Business Finance & Management
2009 - 2012

Skills

Human Centered Design, UX Design, UX Research, UI Design, Accessibility, Cognitive Psychology, Prototyping, User Journeys, Chatbot Design, Voice Design, Business Strategy, Product Management, Visual Design, UX Testing

Links

[linkedin.com/in/alexnguyen3/](https://www.linkedin.com/in/alexnguyen3/)

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