

Nguyen My Ha

Product Designer

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PROFILE

Product Designer with 5+ years shaping product direction and UX strategy across assistive care, environmental tech, and startup environments, turning ambiguous, high-stakes problems into digital products that ship. Leads discovery, workflow definition, and design systems work, moving quickly from research to validated design decisions. Brings hands-on AI-assisted development experience using GitHub Copilot to take a concept through to a functioning build.

EXPERIENCE

UX/UI | Product Designer | **Verity Nature** Jan 2024 – Nov 2025

One of 2 UX/UI designers on a mid-size startup spanning Singapore, Australia, New Zealand, and Kenya, working alongside an outsourced dev team of 10–15 across 2-week sprints. Design scope spanned web, mobile, tablet, and internal tools.

- Designed the planting mobile app, letting individual planters and landowners register trees and track growth and health over time.
- Led the design of the admin dashboard web app used to monitor and manage the user and tree database, closing a visibility gap that had been slowing operational decisions.
- Designed a tablet field app for technicians and scientists logging soil, water, and air-quality samples ahead of mass planting, and a public website surfacing tree data and leaderboards for government stakeholders.
- Identified a key user pain point and redesigned the tree-planting flow, cutting task completion time by 50% in early user testing.
- Co-led the cross-platform design system and brand visual standards, building reusable components that cut duplicated design effort as the product line grew.
- Every feature and workflow fix shipped in sprint reached 95% adoption across teams and testers, backed by user research that caught adoption barriers before release.
- Designed pitch decks and investor-facing materials used directly by leadership in funding conversations, alongside core product design, during the company's funding round.

UX | Product Designer | **Neuroglee** Apr 2022 – Jan 2024

One of 3 UX/UI designers reporting to a lead designer, on a mid-size startup spanning Singapore and a US clinical team, working alongside an outsourced dev team of ~20 in India. Design scope spanned web, mobile, tablet, and the company website.

- Designed the patient tablet app, supporting daily activities with reminders, note-taking, and engagement content and games to encourage cognitive health.
- Designed the caregiver mobile app for monitoring patient status and schedules, and the clinician web dashboard for a clearer, decision-ready view enabling timely care and appointment booking.
- Led the redesign of the company website, alongside designing marketing materials including event and pitch collateral used in leadership's funding conversations.
- Translated behavioural, care, and user needs into product requirements, balancing care objectives and technical constraints to prioritise features release-over-release and keep the roadmap grounded in real caregiving needs.
- Co-led the design system and brand standards across the assistive-care product line, improving consistency and cross-team collaboration.
- Every release reached 95% adoption across teams and testers, the result of identifying and designing out adoption barriers for patients and caregivers before release.
- Designed pitch and investor-facing materials used by leadership in funding conversations, alongside product design across the patient and clinician-facing platforms, during the company's funding round.

Independent Product & UX/UI Design Consultant | **Freelance** 2018 – Present

Ongoing since university, and sustained through gaps between full-time roles: a consistent freelance practice rather than a stopgap.

- Acted as lead, end-to-end designer for startup and SaaS clients, owning workflows, requirements, and user experience from first conversation through to implementation.

- **muahajpg.com**: designed and built an end-to-end photography business website, including a working booking system, portfolio showcase, and protection against unauthorised downloads. Used Claude AI and GitHub Copilot to build the site, a deliberate move into hands-on, AI-assisted (“vibe”) coding.
- **TheBe Singapore (thebe.co)**: designed a customised website template and full checkout/payments flow, now in content rollout ahead of public launch.
- **Primacy**: designed the end-to-end flow for a corporate web app tracking legislative and ESG obligations, including a taxonomy tool built for global reporting frameworks.
- **Finance app (concept)**: led deep research into spending behaviour, then took the concept through to hi-fi design as a self-directed project.
- **Self-initiated**: designed myha.work, a custom AI-chatbot portfolio platform with prompt-based interaction flows; recognised as an *Awwwards* nominee.
- **Self-initiated concept**: an AR-assisted environmental scanning and geospatial visualisation app exploring interactive, location-based public-space experiences.

TOOLS & SKILLS

Skills & Approach: Product Strategy, Research Synthesis, UX/UI Design, Design Systems, Information Architecture, Service Design, UX Research, Stakeholder Alignment, Cross-functional Collaboration, Product Animation, Marketing Materials

Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, Premiere, After Effects), Miro, Jira, Confluence

AI-assisted development: Claude AI + GitHub Copilot to build functioning products, extending beyond design into hands-on implementation

EDUCATION

Diploma in Interaction Design, Orita Sinclair School of Design & Music, Singapore

GPA 3.4/4.0, Most Outstanding Final Design Project, 2022

Bachelor's Degree in Multimedia Design Engineering, PTIT, Vietnam

Scholarship recipient, 2nd semester 2021