

Anthony Nguyen

Product Design & Design Leadership

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Design systems strategist focused on building scalable solutions that drive business results and cross-functional collaboration.

Ford

Lead Designer – Design Systems Dec 2023 – Present

- Unified Ford’s design system across North American, Latin American, and Asian markets, ensuring consistent brand experiences for millions of customers while establishing modern design standards that teams could confidently implement.
- Achieved 362% growth in component adoption by delivering a design system so robust and intuitive that teams actively chose to integrate it into their workflows.

Capital One

Design Manager July 2022 – Nov 2023

- Developed vision and roadmap for ultra-premium features targeting Capital One’s top 10% of customers, defining a 3-5 year digital strategy for the company’s highest-value client segment including premium spend and pay, multi-user access, and exclusive benefits.

Comcast

Design Manager May 2016 – July 2022

- Served on the core team that launched Xfinity Flex, defining the art direction and visual design strategy for a streaming product that now serves 1.9 million active monthly users, establishing Comcast’s foothold in the competitive streaming market.
- Led targeted marketing campaigns that drove 30% year-over-year growth in premium cable subscribers by strategically increasing app adoption and music streaming engagement.

Free People

Art Director Sept 2014 – May 2016

- Led a cross-functional team designers, graphic designers, and front-end engineers through a complete website and mobile app refactor, achieving 50% page size reduction and 50% traffic increase within 12 months of launch.
- Oversaw all digital creative work while implementing image optimization workflows that reduced file sizes by 65%, dramatically improving page load times and removing barriers to conversion.

Happy Cog

Designer Sept 2013 – Sept 2014

- Balanced 2-3 concurrent client projects while contributing to full site redesigns during the early adoption of responsive web design.
- Developed rapid HTML & CSS prototyping skills while collaborating across design, engineering, and project management teams – building the technical foundation that would later enable effective cross-functional leadership in senior design roles.

Urban Outfitters

Designer Apr 2013 – Aug 2013

- Led redesign of Urban Outfitters mobile app’s core conversion funnel as part of a 3-designer team, delivering 75% increase in conversion rates and 146% increase in average revenue per customer over 6-8 months.

1 Trick Pony

Designer Jan 2011 – Apr 2013

- Collaborated closely with development teams to successfully launch multiple campaigns, building cross-functional partnership skills.

Core Competencies

User Experience
Design systems
User Interface Design
Mobile Design
Brand Strategy
Visual Design
Art Direction
Figma, Sketch
Adobe Suite
Prototyping
Cross-team Collaboration

Notable Clients

Ford
Capital One
Comcast
MTV
American Express
Free People
Urban Outfitters
Virgin Mobile
Screen Actors Guild
TCM
Timberland
Borgata AC
Coldwell Banker
Soccer.com

Recognition & Awards

Addys
Webby
CommArts
CSS Awards
TheFWA

Education

The Art Institute of Philadelphia
Bachelor’s of Science – Graphic Design