

# 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