

PETER NGUYEN

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DESIGN STRATEGIST | SR. PROJECT MANAGER | INDUSTRIAL DESIGNER | SCRUMMASTER

Adaptable, collaborative design strategist, project manager, industrial designer, and certified Agile ScrumMaster. Known for implementing impactful human-centered design strategies (research, ideation, implementation) and solutions that enhance customer experiences for clients and their business objectives. Proven ability to lead multidisciplinary teams in delivering innovative strategies and solutions. MS, Product Design and Development Management from Northwestern. BS, Industrial Design from Georgia Tech. Core competencies include:

- **PROJECT MANAGEMENT & STRATEGY:** Managed over 50+ projects, including 5+ projects of over \$250,000. Organized and managed highly collaborative teams of visual designers, UX designers, and developers to identify market opportunities and successfully deliver projects within scope and budget. Projects focused on product/mobile/web/app design and development, brand research & strategy, and digital marketing.
- **DESIGN RESEARCH & STRATEGY:** At Northwestern University, created a compact outdoor modular grill that is easy to assemble and disassemble for cleaning and transportation. Project included research, ethnography, design thinking, financial and business models, and manufacturing methods. Patent pending.
- **NEW PRODUCT DEVELOPMENT (NPD):** At Beyond Design, collaborated with a leading global industrial manufacturer to design a Next-Gen automation device for residential, commercial, and industrial use. The key redesign component added a touch screen to enhance the user experience. Created a new visual brand language.
- **CERTIFIED SCRUM MASTER:** CSM certified to lead scrum teams using the agile framework to design, develop, and deliver digital products, websites, and apps within a pre-determined timeline/sprint(s).
- **DESIGN STRATEGY SKILLS:** Design thinking, conducting innovation workshops and brainstorming, business design and strategic thinking, roadmap planning, stakeholder interviews, minimum viable product (MVP) development, prototyping, storyboarding, financial modeling, budgeting, and business development.
- **SOFTWARE SKILLS:** Proficient in Adobe Creative Suite, Sketch, SolidWorks, Autodesk Inventor, AutoCAD, SketchUp, Microsoft Office (Excel, MS Project), Smartsheet, Roadmunk (roadmapping tool), Axosoft (agile PM tool), CES EduPack (materials), JMP (stats), Design Expert (stats), Precision Tree 6 (decision making/risk analysis).
- **INDUSTRIAL DESIGN SKILLS:** Sketching and iteration, rapid prototyping, 3D CAD, drafting, model making, photography and video editing, storyboarding, ethnographic research and interviewing.

PROFESSIONAL EXPERIENCE

LOOK LISTEN CREATIVE AGENCY | ATLANTA, GA

2016 - PRESENT

Look Listen is a strategic digital design consultancy that specializes in user experience, creativity, advertising, and mobile/web development to help companies activate brands, inspire loyalty, and grow businesses.

SR. PROJECT MANAGER & DIGITAL STRATEGIST, CREATIVE & DEVELOPMENT

- Managed the agency's talented creative and development teams to deliver innovative solutions through interactive design, web development, UX/UI, and digital marketing, and brand development.
- Worked with Look Listen account managers, leaders, and directors to determine requirements, identify opportunities, ideate and design concepts, test solutions and validate/launch products, solutions, and strategies.
- Facilitated innovation discovery workshops, design thinking strategies, and provided creative direction for various projects that required the agency to define, design, and build new user-centered goals and holistic objective(s).
- Worked with various stakeholders and groups to create detailed briefs, project plans, and next steps/roadmaps to drive project decisions and ensure successful project delivery across multiple teams.
- Conducted qualitative and quantitative research plans, interviews, and testing plans to define and validate business objectives, find insights, and make informed decisions that will benefit targeted users.
- Successfully supported the agency in delivering and launching over 50+ projects for 10+ clients. Roles included developing project roadmaps, managing timelines and progress, maintaining budgets, and ensuring deliverables were set and met around each client's business objectives and quarterly/yearly goals. Project budgets ranged from \$20,000 upwards to \$250,000 as well as yearly retainers of over \$1+ million.
- Partnered with a local beverage company to strategize and market a new 4-step "shooter" drink. Deliverables included creating new packaging, signage, and digital ads.

LOOK LISTEN CREATIVE AGENCY | ATLANTA, GA**CREATIVE PROJECT MANAGER**

- Managed the agency's talented creative design to understand project needs and deliver digital marketing solutions that include: new website launches, company branding, and marketing material/ads.
- Assisted in the agency adaption and implementation of the Agile development framework. Certified Agile ScrumMaster (CSM) since 9/5/16.
- Organized detailed project briefs, project plans, and roadmaps as well as provided creative direction for research and design teams to ensure successful project completion and delivery.
- Created design thinking strategies, research plans, and design action plans to help understand client needs, analyze findings/results, and drive key deliverables that provide value to end users.
- Partnered with a Fortune 500 electronic component company to strategize, develop, and launch a new website around a new business unit that focused on IT asset disposition (ITAD) and reverse logistics. Timeline from kickoff to website delivery and launch was 3 months (steps included discovery, design, development & QA).
- Collaborated with a Fortune 500 communications company and various partners to ideate, design, develop, and build 10+ different digital fan interactions (i.e. apps, games, and marketing emails) within a 4-week timeline for two on-site fan fests/exhibits that supported a major basketball tournament. Final results included:
 - More than 5,000+ total registered participants and close to 7000 total game interactions
 - An 85% open rate of emails sent for registered participants
 - Average person spent on-site was approximately 20 minutes
- Worked with a major European CRM company to redesign their website to appeal to the US market and create a tradeshow booth to support their US expansion initiatives within a 6-month timeline. Deliverables included a website redesign, creation of digital brand guidelines, and the establishment various marketing engagements (ads, games, personalized campaign, and materials) to support the company's introduction into the US market.

BEYOND DESIGN, INC. | CHICAGO, IL**2015 – 2016**

Beyond Design is a strategic design consultancy that combines research, design, engineering, and user experience to create meaningful products and services.

MANAGER OF BUSINESS DEVELOPMENT

- Managed 50+ accounts and supported ongoing NPD projects. Responsibilities included providing strategic consultations to client (identifying opportunities and developing them into actionable objectives), becoming the lead facilitator between the client and Beyond Design, and delivering projects on-time within budget and scope.
- Facilitated partnerships with various clients' NPD directors, managers, and C-level executives and supported their business objective(s) in areas of new product development through research and development, industrial design, user experience / user interface (UX/UI), and engineering. Clients ranged from entrepreneurs to Fortune 500.
- Developed budgets, roadmaps, strategies, and proposals around respective clients' business objectives or broad "what's next?" scopes. Strategies included user-centered research, innovation ideation sessions, and full end-to-end product development.
- Administered business development functions that included targeting, prospecting, forecasting, tracking, discovering needs, presenting solutions, and closing business.
- Collaborated with a leading global industrial manufacturer to design a NextGen automation device for residential, commercial, and industrial use. The key redesign component added a touch screen to enhance the user experience. Created a new visual brand language.

PQC INTERNATIONAL, INC. | ATLANTA, GA**2011 – 2014**

PQC is a management consulting firm specializing in business process outsourcing (BPO), program management offices (PMO), consulting, project management, human capital development, engineering, and technology.

PROJECT MANAGER, GLOBAL PRODUCT DEVELOPMENT

- Collaborated with UX/UI development teams to develop PQC Tracker, a subscription-based PM program used to improve compliance of resource time tracking, efficiency for logging billable hours, and execution of systems and tasks. Worked on product wireframes, user flows, journey maps, user requirements, and user testing.
- Facilitated a joint venture with PQC and a manufacturing firm to optimize manufacturing and production levels for a Fortune 500 food and beverage company. Increased output and simultaneously reduced line downtime.

PQC INTERNATIONAL, INC. | ATLANTA, GA**PROJECT MANAGER, GLOBAL PRODUCT DEVELOPMENT**

- Coordinated a 3D Computer Aided Design (CAD) process to take old 2D plant drawings and convert them into updated 3D versions. This helped to mitigate risks of unseen obstacles for new planned product lines for another Fortune 500 food and beverage company.
- Collaborated with various internal and external product development teams to develop beverage coolers, update vending machine standards, and dispensing machines for Fortune 500 company.
- Appointed to a position on the PQC leadership team and PQC WeCare outreach program to ensure positive office morale and lead company's community service projects.
- Designed training documents and materials for project management and leadership development "boot camp" attendees to improve group dynamics and communication within work settings.

ARCHITECTURAL WOOD COMPANY | ATLANTA, GA**SUMMER 2011**

Architectural Wood Company provides kitchen cabinetry and other household equipment and products.

FURNITURE DESIGNER

- Designed and created 10+ pieces of cabinetry, furniture, lighting, and home décor using sustainable methods and recycled materials.
- Planned work schedules and installation times for kitchen and cabinet installations. Created bill of materials (BOMS) for installations to validate costs and materials.

EDUCATION AND INTERNSHIPS**NORTHWESTERN UNIVERSITY | EVANSTON, IL****2014-2015****MS, PRODUCT DESIGN AND DEVELOPMENT MANAGEMENT**

Program is designed for professionals who want to master the concepts and tools of product design and development by focusing on creativity, innovation, lean design, design strategy, product innovation, end-user research, marketing, and project and product management, as well as business and financial issues.

- GPA: 3.75/4.00
- Developed a compact outdoor modular grill. The design leveraged a full range of collaborative NPD tools. Grill is easy to assemble and disassemble for cleaning and transportation. Project included include research, ethnography, design thinking, financial and business models, and manufacturing methods. Patent pending.

GEORGIA INSTITUTE OF TECHNOLOGY | ATLANTA, GA**2006-2011****BS, INDUSTRIAL DESIGN**

Program is tailored to operate at the intersection of design, technology, and business - combining Georgia Tech's rigorous scientific approach with design traditions of free-wheeling conceptual development.

- Major GPA: 3.6/4.0; Dean's list: Fall 2008, Spring 2009, Fall 2009; Faculty Honors: Fall 2008
- Fall 2010 Capstone Senior Design Expo: Created a stove that uses rice husks as fuel: placed third out of 34 teams.
- Spring 2010 Capstone Senior Design Project: Created a modular, compact desk and shelf unit that served as a platform for an all-inclusive home apartment unit.

MUSEUM OF DESIGN ATLANTA (MODA) | ATLANTA, GA**2010****EXHIBIT INTERN**

- Assisted in designing and building two displays for the Love Nest exhibit.
- Assisted in photography and interviews of the Love Nest exhibit.

NYPRO | ATLANTA, GA**2009****INJECTION MOLD INTERN**

- Supported in the designing and production of injection molded car components.
- Helped with quality control and documentation of parts.

REFERENCES

Tara Asch - Current boss/mentor

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Kit Hughes - Current boss/colleague

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Nikhil Mathew - Former colleague/collaborator

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