

Anthony Nguyen

Product Design & Strategy

1104 Hilo Ln
Columbus, OH 43212

tn@tndesign.space
614-214-1915

Experience

Product Design Director

Questline Digital | 2018-2024

- Led design efforts for Engage, an email and content marketing platform for energy utilities that deploys over 300 million emails annually.
- Consistently drove value and innovation for the Engage platform by delivering features like behavioral segmentation, A/B testing, conversion tracking, automated campaigns, dynamic newsletters, enhanced email analytics, and a content library.
- Migrated legacy systems into the Engage platform, increasing performance and scalability.
- Developed a scalable content model, API, and CMS application enabling content creation and deployment across multiple channels.
- Collaborated with stakeholders to define and drive product strategies and roadmaps.
- Led the end-to-end design process, from discovery to delivery.
- Acted as Product Owner within an agile environment, leading technical discussions with engineers to assess feasibility, define requirements, and oversee user acceptance testing (UAT).
- Served as the Subject Matter Expert (SME) for the Engage platform, bridging the technology gap between design, product, and development.
- Established a dedicated product design team.

Director of Interaction Design

Questline Digital | 2015-2018

- Designed and launched the Engage platform.
- Led design and frontend development for both product initiatives and client services.
- Led corporate rebranding initiative.
- Established custom email campaign design, development, and testing lifecycle.
- Served as the Subject Matter Expert (SME) for the email channel, providing strategic guidance and expertise to optimize email communications.
- Mentored and guided designers and frontend developers, fostering growth and ensuring high-quality output.

Creative Manager

Questline Digital | 2011-2015

- Hired, grew, and coached a multi-disciplinary design and frontend development team.
- Established creative services and developed standard practices.

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Experience

UI/UX Designer

Questline Digital | 2011-2011

- Designed tools and calculators to increase energy efficiency for utility customers.

Web Designer

Lane Bryant | 2006-2011

- Designed seasonal marketing campaigns and assets for lanebryant.com.

New Media Designer

M/I Homes | 2005-2006

- Design and development for corporate website and new community microsites.

New Media Designer

Interactive Ink | 2003-2005

- Website design and development.

Skills

Design Leadership

Product Strategy

Product Design

UX Design

UI Design

Visual Design

Prototyping

React

JavaScript

APIs

HTML

CSS

Email Development

Tools

Figma

Sketch

Adobe CC

VS Code

Jira