

SAM PHONG NGUYEN

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EDUCATION & EXPERIENCES

University College London
PhD Candidate
Design & Technology

01.2020

Project Manager
Managing Outdoor Advertising accounts for Unilever & Mindshare. I was in charge of three major projects for ad displays in suburban areas, with a total budget that exceeds 400 000 USD.

10.2013

Royal College of Art
MA Information Experience Design

07.2016

Accenture Interactive
Invited to participate in a series of intense insights generation sessions to improve communicate gap in healthcare for terminal illness patients

02.2016

University for Creative Arts
BA(Hons) Graphic Communication
Distinction Award for Final Thesis
1st Class Honours

07.2013

Camden Council
Invited to present insights at the Camden Council Office regarding solutions for No-ball Games within council estates and improving relationship between different age groups within the community

09.2014

JWT VietNam Summer Internship
RAPP UK Summer Internship
Offered an intership by RAPP UK after winning YCN Student Award for Open University branding.

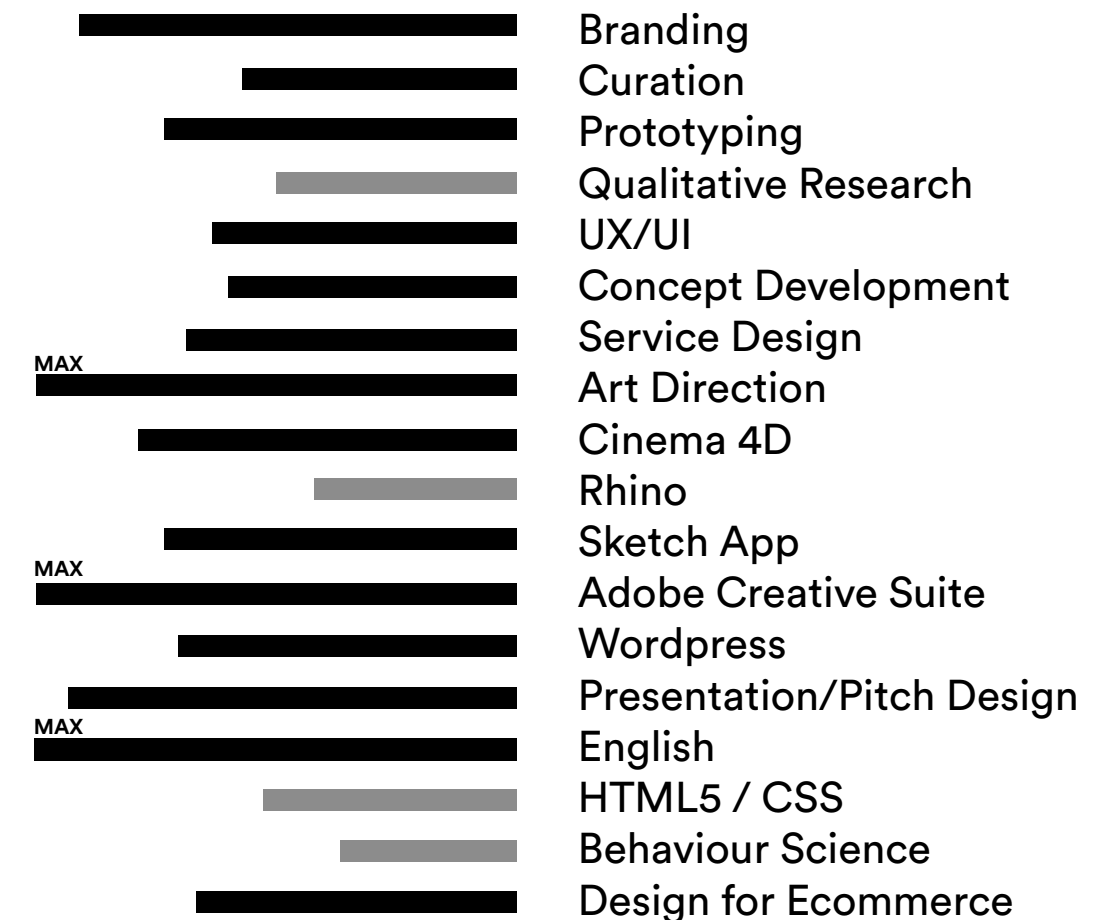
06.2012

07.2011

SKILLS

100% 50% 30%

Assessment is based on years of experience, knowledge and proficiency



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PERSONAL STATEMENT

Creativity is the defining characteristic of developed 21st century economies, just as manufacturing typified 19th and early 20th centuries. Thus, Design is no longer concentrates on the business of aesthetic, but it also seeks to improve services and to help economic growing. Designers can help companies connect and create a dialogue with consumers, thus enabling the innovation process more efficiently.

Thus, the role of the designer has risen significantly within the hierarchy. I believe that aside from their ability to communicate, the designer could also embrace the strategic side. A good designer understands the big picture of the service, has a cross-functional mindset and constantly pays a great amount of attention to customer needs

Thus, I've gained knowledge outside my field of practice, such as Service Design, Brand Experience Framework, Behaviour Change and Entrepreneurship, so that I could make a greater impact on all of the key performance indicators of the clients, including brand perception, customer engagement, satisfaction, and ultimately revenue.

I have experience in Branding, Art Direction and Project Management for Outdoor Advertising. During my time at the Royal College of Art, I was actively involved in many inclusive design projects with SustainRCA, Service Design Department and the Helen Hamlyn Centre for Design.

I'm also often invited to participate in many design workshops to generate insights and ideas for think-tanks and organisations such as Accenture Interactive, Camden Council, National Centre for Universities & Business, The Experience Design group (XDs).

At the moment, I'm pursuing a doctoral degree at the University College London's Institute of Education and the UCL Interaction Centre.

My current areas of interest are improving the communication gaps in Healthcare and Designing Intervention for Behaviour Change to aid mental wellbeing. My aim is to transform my research into practical services to improve quality of life