

Gabriel Nguyen

Experience Design / Creative Direction

7163 Carneros Ln
Dublin, Ca 94568

510.393.2688
gaberooniel@gmail.com

graphicformat.com

Connecting design to the way we experience the world.

Education

Academy of Art University
Bachelor of Fine Arts in Graphic Design
Class of 2008

Experience

Iron Mountain / Boston, Ma (Remote)
Product Design Lead / 08.2021 - Current

Strategically drive and lead design innovation for new product offerings to and within IRM's product lineup. Conceptualize and build framework systems, to handoff to product teams. I am also leading a design team in the efforts of meeting business goals with that of our users needs.

Samsung Electronics / San Francisco, Ca
Product Design Lead / 08.2019 - 08.2021

Developed a strategic+creative vision for the future of Samsung's product line. Collaborated closely with cross-functional team leads, mentoring, and leading the Product Design team in an innovative space. Working across multiple channels – UX research, product design, motion, brand, and advertising.

Mercedes-Benz Research & Development / Sunnyvale, Ca
Principal UX Visual Designer / 04.2014 - 06.2019

Lead in defining the future vision of Mercedes-Benz through building visual language systems, creating experiences for concept, series, and special projects. Lead a team of designers and oversaw visual and motion content. Collaborated with UX leads, P.M.'s, engineering, research, and all cross-functional teams.

Attik / Dentsu / San Francisco, Ca
Sr. Experience Designer / 07.2008 - 03.2014

Lead visual designer for the interactive team, developing creative solutions for mobile, tablet and desktop experiences. Key support role to the Creative Director and account teams in ensuring the work reflects the client's business and brand requirements.

Awards & Accolades

It's an honor of having my work recognized by various publications and institutions from; Webby, Awwwards, Red Dot Design, FWA, UXDA, and many more. Please see graphicformat.com for an updated list.