ALEX NGUYEN

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Experience

Staff Product Designer - Square

April 2024 — Present

Over the past year at Square, I've driven major improvements across the Square Online buyer journey. From April 2024 to March 2025, I led optimization of Cart, Checkout, Customer Accounts, and Square Pay - impacting over 14 million unique buyers and more than $1 billion in gross payment volume. I also spearheaded the late-funnel buyer experience for OOFE (Online Ordering for Everyone), Square's streamlined F&B ordering product, ensuring a seamless, end-to-end flow that increased conversion (~20% higher vs. our previous online ordering product) and satisfaction for sellers and buyers alike.

Since March 2025, I've been leading the buyer component of a new, AI-powered vision for Square Online. In this role, I've worked closely with UXR, Engineering, and Product teams to validate that vision, figuring out the underlying systems, frameworks, and scalability requirements. Along the way, I've prototyped with tools like Cursor to rapidly iterate on concepts, balancing hands-on "vibe coding" with strategic alignment across the organization to set Square Online up for long-term, AI-driven growth.

Senior Product Designer - Meta

May 2021 — April 2024

At Meta, I joined in May 2021 as a Product Designer on the Ads & Business Products team, where I built a 0→1 analytics and payments platform for the Creators-as-Marketers group. Partnering closely with PM, UXR, PMM, and leadership, I defined the MVP and delivered a tool that gave brands clear visibility into their creator-driven ROAS. In April 2022, I was promoted to Senior Product Designer (L4→L5) on the Commerce Relevance (Shops) team, collaborating with Product, Data Science, and Research Science to weave ML-derived signals from the Meta Social Commerce Graph into Facebook and Instagram shopping surfaces, ensuring a seamless integration between technical teams and product owners.

Most recently, as Senior Product Designer (L5) and Design Surface Lead for Commerce Cart (April 2023–April 2024), I framed key product hypotheses and ran experiments that achieved a 300% lift on one target metric and 24% on another. I introduced a modified design sprint methodology to reduce shipping risk, drove strategic alignment across multiple partner teams, and earned a "Greatly exceeds expectations" rating in my latest review. Throughout these roles, I've balanced hands-on execution with cross-org leadership to shape how millions of users discover, browse, and buy products on Meta's social platforms.

Product Designer - Ogilvy

January 2019 — May 2021

I was a part of the Experience Design team at international agency, Ogilvy.

Selected projects that I led while at this agency:

• An interactive parallax mini-site for IBM & Wimbledon (UX & Interaction design)
• User testing for Ford
• Accessibility reviews for Formula 1, IBM, SMA
• Customer experience/journey mapping for Formula 1, ODEON
• Email decision engineering for Formula 1, Nestle, British Airways
• Alexa voice experience for Formula 1 (Full UCD process)
• Chatbot experience for Skoda (Full UCD process)
• A smart checklist app for mums and mums-to-be for Nestle (UX & UI)
• An airport lounge directory for American Express (UX)

I took on additional responsibilities community managing the global Ogilvy experience design network, consisting of 150+ Experience Designers from around the world. I organised monthly network meetings to discuss the latest happenings in the industry and beyond.

Product Designer - Drover

September 2016 — December 2018

As a design leader, I established and defined the entire design process, overseeing UX, visual, and brand as the sole Product Designer for over a year. I steered a new B2C product from concept to a successful launch, achieving nearly 2000 concurrent bookings and a web usability score above 70. To ensure consistency and scalability, I owned the company's Design System based on Atomic Design principles and created the developer hand-off process, later implementing Abstract as the team expanded. In addition to leading projects like a car inspection app using the full UCD process, I actively mentored junior designers and fostered a collaborative culture by initiating a "Design Book Club" for knowledge sharing.

Summary

🚀 I'm an entrepreneurial senior UX designer, bridging user needs, business goals, and tech for innovative solutions.

🏆 With rich experience in-house (big tech and startups) and at agencies, I've launched consumer products to millions of people and partnered with global brands.

🌐 Currently shaping commerce experiences at Square.

🏁 Formerly at Meta and at Ogilvy working with iconic brands like IBM, Wimbledon, Formula 1, American Express, British Airways, Nestlé, and Ford.

🔷 9+ Years of User Experience Design

🔶 10+ Years of Building Digital Products

Education

University College London
MSc Technology Entrepreneurship
2013-2015

University of York
BSc Accounting, Business Finance & Management
2009 - 2012

Skills

Human Centered Design, UX Design, UX Research, UI Design, Accessibility, Cognitive Psychology, Prototyping, User Journeys, Chatbot Design, Voice Design, Business Strategy, Product Management, Visual Design, UX Testing

Links

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