

Nikki Nguyen

SENIOR PRODUCT DESIGNER

Senior product and UX designer with 9+ years of experience designing complex B2B and enterprise products across SaaS, life sciences, and insurance. Thrive on solving ambiguous problems by combining user research, product data, and systems thinking to uncover opportunities, shape product direction, and create intuitive experiences that drive adoption. Experienced in platform unification, marketplace discovery, and AI-powered workflows, with a collaborative approach to turning complex challenges into valuable product experiences.

Experience

HubSpot, Inc.

Senior Product Designer
Product Designer

Nov 2023 - Oct 2026
Nov 2021 - Nov 2023

AI Sales Workflows: Notetaker & Transcripts

- Owned Notetaker setup and post-conversation recap experiences and partnered on meeting preparation, helping sales reps turn customer conversations into actionable follow-ups.
- Led design improvements to transcript adoption through redesigned setup flows and contextual in-product nudges, helping raise adoption to a record 27% of Sales Hub and Service Hub Professional and Enterprise accounts (up from 20% a year earlier, exceeding the 25% target). Transcript-creating accounts grew 34% in three months, and 53% of accounts that clicked a setup nudge went on to create a transcript.
- Designed AI-generated recaps, CRM update suggestions, follow-up emails, and next steps as the owning designer; customers reported saving 5–10 minutes per call. Partnered with other teams on Deal Progression, associated with a 4.5 day faster average time to close-won.
- Led the user research effort to test early concepts for the Notetaker settings redesign, using findings to shape the final setting experience.

Marketplace Unification, Search & AI Discovery

- Led design for a P0 initiative to unify three marketplaces, each with its own database, information architecture, and terminology, into one platform over nine months, growing from three to five categories, including AI Agents and Workflow Templates. Phased MVP and post-MVP scope with engineering while designing on HubSpot's then-unreleased design system.
- Led redesign work across the HubSpot ecosystem homepage and template marketplace. Led cross-functional workshops and user research studies to align design, product, and engineering on the direction.
- Designed AI-powered search and recommendations, anchored by a relevancy framework, for a marketplace with 23K weekly visitors; recommended listings converted to installs at 49% vs. 37% overall as the catalog grew from ~1,000 to 2,400 apps.
- Extended discovery across HubSpot with embedded marketplace experiences in 24 locations, and supported the launch of AI Agents as a new category (15.8% listing-to-install conversion).

Charles River Laboratories

UX Designer

Jan 2021 - Nov 2021

- Led end-to-end UX research, product design, and usability testing for Apollo, a 0-to-1 client engagement platform, taking the product from initial concept through launch in partnership with product, business, and engineering teams.

Liberty Mutual Insurance

Product Designer
Associate Product Designer

Jul 2019 - Jan 2021
Jul 2017 - Jul 2019

- Designed complex insurance experiences, including iUnderwrite and Proposal Overhaul, using research, usability testing, and data analysis to align user needs with business goals.
- Advocated for UX across teams, growing awareness and adoption of design partnership.

Portfolio

bynikkinguyen.com

Contact

nguyennikki22@gmail.com
617-602-6221
linkedin.com/in/nguyennikki22
Boston, MA

Education

Bentley University

M.S., Human Factors in Information Design
B.S., Computer Information Systems
B.A., Global Perspectives

Skills

Strategy & leadership

Product design strategy & vision
Systems thinking & platform design
Cross-functional leadership
Data-informed design & experimentation

Product design & research

AI-powered product experiences
AI-assisted prototyping (vibe coding)
End-to-end product design
User research & usability testing
Interaction design
Mobile design
Design systems & accessibility
Search & recommendations
Product discovery & information architecture
Activation & adoption

Tools

Figma
Lovable
Claude
Adobe Creative Suite
Amplitude