

Jacob Hoang

Product Designer

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Experience

Freelance UX/UI Designer

Action Screen, Markham | Aug 2023 - Present

- Collaborated with a local business owner to orchestrate a comprehensive E-commerce website redesign aimed at fostering business expansion for commercial printing operations
- Facilitated meetings and strategic roadmap sessions to blueprint a design implementation plan that seamlessly aligned with the business owner's timeline.
- Develop the design direction for the website utilizing Figma and Wix, guaranteeing a seamless user experience across web and mobile platforms for Action Screen clients
- Crafted detailed 2D and 3D digital assets to enhance product representation, facilitating a clear visualization for customers, thereby ensuring an accurate depiction of the products offered for purchase

Product Designer

Tenovos, Washington D.C | July 2021 - May 2023

- Collaborated with a cross-functional team of project managers, developers, and designers to wireframe, create high-fidelity prototypes, and redesign core UI features for the company's SaaS Digital Asset Management platform.
- Conducted user research and usability testing by actively participating in client meetings and utilizing tools such as FullStory to gain insights into user behaviour and preferences.
- Improved UI design systems by establishing consistent UI patterns and guidelines to streamline the design and development process, and maintain a cohesive user experience.
- Designed and developed a mobile web view of the digital asset management platform to cater to the growing demand for mobile accessibility, expanding the platform's reach and usability.

Digital Product Designer

VTO Group, Toronto ON | Oct 2020 - Apr 2021

- Redesigned the UI navigation of a client's internal CRM platform for tracking and finalizing sales leads, leading to increased usage of the platform and increased productivity within the client's sales team of 70+ agents.
- Created sitemaps and User personas to visualize and optimize the user journey, allowing for ease of communication of design intention to developers and ensuring seamless user experience within the platform.
- Evaluated the client's current brand guidelines to ensure that colour usage, UI components and typography aligned with user accessibility standards, promoting inclusivity and usability in the redesigned platform.
- Worked closely with developers in a start-up environment to implement designs, providing necessary design assets, specifications, and guidance throughout the development lifecycle.

Skills

Tools:

Figma, FigJam, Adobe Creative Suite, Framer, Jira, FullStory, Webflow, Shopify, Blender, Solidworks

Research:

User Interview, User Personas, Heuristic Evaluations, Usability Testing, Storyboarding, Journey Mapping, Flow chart

Design:

Wireframing, Information Architecture, Design System, Low & High Fidelity Prototyping, Responsive Design, Animation, Illustration, 3D Modeling

Education

OCAD University

B. Design in Industrial Design

Xi'an Jiaotong Liverpool University

Jiangsu Student Exchange Program