

Jacob Hoang

Product Designer

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Education

OCAD University

B. Des (Industrial Design)
2016 - 2020

Xi'an Jiaotong Liverpool University

Jiangsu Exchange Program
Feb 2019 - June 2019

Competencies

Research

User Interviews
Heuristic Evaluations
User Personas
Usability Testing
Storyboarding
Journey Mapping
Flow Charts

Design

Wireframing
Information Architecture
Design System
Prototyping
Responsive Design
Animation
Illustration
3D Modeling

Development

HTML
CSS
Javascript

Tools

Figma
FigJam
Adobe Creative Suite
Framer
Jira
Fullstory
Webflow
Blender

Experience

UX/UI Designer

Freelance, Toronto ON | Aug 2023 - Present

- Collaborated with a local business owner to orchestrate a comprehensive E-commerce website redesign
- Facilitated meetings and strategic roadmap sessions to blueprint a design implementation plan
- Crafted detailed 2D and 3D digital assets to enhance product representation, facilitating a clear visualization for customers

Product Designer

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

- Collaborated with a cross-functional team to wireframe, create high-fidelity prototypes, and redesign core UI features
- Conducted user research and usability testing by actively participating in client meetings and utilizing analytics tools
- Designed mobile web view of the digital platform to cater to the growing demand for mobile accessibility

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
- Created sitemaps and user personas to visualize and communicate the user journey of my designs to developers
- Improved the client's design system to ensure UI components, colour and typography align with accessibility standards

Industrial Design Intern

Artisan Complete, Markham ON | May 2018 - Aug 2018

- Designed and 3D modeled visually appealing and functional displays that showcase products effectively for retail clients
- Produced documentation and specification sheets for engineers to provide clear instructions for production
- Conducted site visits to evaluate key product dimensions and accessibility needs for retail display installation

Volunteering

Design Judging Panelist

Western Founder Network, London ON | Mar 2024

- Contributed as a preliminary judging panelist in the evaluation of projects for University students in the Product Design sprint
- Provided feedback and advice for students to help progress their skills and career in UX/UI design