My Hoang

mymynn2000@gmail.com | 646-318-8847 | https://www.myhoangdesigns.com/

Summary

I'm a collaborative and self-motivated UX/UI designer with a focus in storytelling and crafting meaningful interactions. I aspire to design innovative user-centric experiences to solve problems and deliver real-world impact.

Education & Certificates

New York, NY | 08/2018 - 05/2023
Parsons School of Design
Bachelor of Fine Arts in Design & Technology
Cumulative GPA 3.84/4.0, Dean's Scholarship
Graduate Research Fund Recipient

Google Cloud Generative AI Course
Google UX Design Certificate (In-Progress)

Design Tools

Figma, HTML/CSS, Unity C#, Javascript, Adobe Creative Suite, Google Suite, Maya 3D, Jira, Slack, ChatGPT, Midjourney, Github

Skills

UX/UI Design, Human-Computer Interaction, User Research, User Flow, Design Thinking, Visual Design, Systems Design, Interaction Design, Usability Testing, Rapid Prototyping, User Needs, Information Architecture, Wireframes, Agile

Experience

New York, New York | 09/2023 - Present
The Beryl Consulting Group LLC - Product Designer

- Responsible for all user interface design decisions to create a seamless user experience for webpage visitors of the company's upcoming innovative SaaS fintech AI-powered data intelligence platform
- Created visual guidelines, brand identity and component library for the platform
- Conducted heuristic analysis on existing wireframes and re-design the web's architecture
- Communicated and justify design choices to stakeholders to gather constructive feedback and strike a balance between user needs and business requirements, aligning with the product vision

New York, New York | 06/2022 - 08/2022
PlayerWon - Game Design / UX/UI Design Intern

- Designed non-invasive game ad reward features to deliver a satisfying and engaging user experience for the company's ad design guide PC browser tool for developers
- Created mockups, wireframes and visual interfaces for the tool in Figma
- Evaluated and iterated on designs based on insights from market research conducted
- Collaborated with developers from concept through to development to make the prototypes in Unity

Hanoi, Vietnam | 05/2020 - 12/2020
Funzilla Viet Nam Ltd. - Product Owner / Product Designer

- Reduced CPI and improved IPU by 33% for Cake Art 3D (currently 10M+ downloads on Google Play) through designing/tweaking app features and creating promotional content based on data-driven insights
- Designed systems, user interfaces and contents for new/existing digital products, taking in consideration of user motivation, core interaction and business requirements
- Led design workshops and pitched ideas for new mobile games based on research on industry trends
- Conducted internal tests to enhance user experience
- Managed multiple projects and facilitated cross-functional communication with art, development and marketing teams by supervising workflow, setting timelines, creating and assigning tasks using Jira and Google Sheet