

PHUONG HOANG

Calgary, AB, Canada

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[My Portfolio](#) – [My LinkedIn Profile](#)

Product Designer | Complex B2B SaaS, Systems Thinking & AI Prototyping

I turn complex business logic, workflows, and data into clear, polished product experiences. I combine product and systems thinking with interaction design, rapid prototyping, and AI-assisted development using Figma, React, and Claude Code.

Career Highlights

- **8+ years of UX and product-design experience** across B2B SaaS, healthcare, cloud services, industrial technology, and spatial-data products, with a focus on complex operational workflows and data-intensive experiences.
- **Strong product and systems thinking** — frames ambiguous problems, models information and workflows, reasons through business logic, states, edge cases, roles, and constraints to determine how products should work.
- **End-to-end product design** — leads discovery, information architecture, interaction design, visual design, prototyping, validation, documentation, and design QA from concept through delivery.
- **Complex B2B workflow design** — translates technical, operational, regulatory, and business requirements into clear experiences that help users understand information and make decisions confidently.
- **Strong UI and design-system practice** — creates polished, accessible interfaces and scalable component systems, interaction patterns, and documentation that maintain consistency across products.
- **AI-first prototyping** — uses Claude Code, React, HTML/CSS, VS Code, and AI-assisted development workflows to rapidly turn product ideas into interactive prototypes and explore workflows, states, and interactions before implementation.
- **Cross-functional collaboration & delivery** — works closely with product, engineering, business, and domain stakeholders to clarify problems, challenge assumptions, align decisions with user needs and technical constraints, and provide clear design specifications and handoffs for implementation.

Work History

Product Designer

BigGeo – Calgary, Canada | Oct 2025 – Feb 2026

- Owned product design across complex spatial-data and business-management workflows, translating technical data structures, business rules, and operational requirements into coherent product experiences.
- Shaped the product direction for Datalab by reframing an initially broad dashboard into focused experiences around the questions users needed to answer: credit consumption, data usage, and commercial performance.
- Defined the information architecture and relationships between datasets, variants, products, consumption, and commercial activity to create a more coherent foundation for the broader product ecosystem.
- Drove workflow design for managing geographic data variants, balancing user flexibility with the underlying rules and constraints of spatial data.

Freelance Designer

Independent Designer / Freelance Design Consultant – Calgary, Canada | Oct 2022 – Present

- Managed an independent design practice spanning technical documentation and brand design, taking client projects from scope definition through design and final handoff.
- Continued developing product-design and design-development capabilities through hands-on exploration of information architecture, interactive front-end prototyping, design systems, and AI-assisted development workflows.
- Built working prototypes and proof-of-concepts to explore product ideas and strengthen collaboration between design and implementation.

Product Designer (Full-time)

ORO Health Inc. – Montreal, Canada | Oct 2021 – Sep 2022

- Led end-to-end product design for Dermago, a B2B SaaS healthcare platform digitizing asynchronous dermatology consultations for clinical teams and patients.
- Defined core workflows, information architecture, interaction patterns, prototypes, specifications, and design QA from early concept through launch.
- Translated complex clinical, operational, privacy, and regulatory requirements into clear experiences for clinicians, administrators, and patients.
- Planned and synthesized research, prototype reviews, usability testing, and stakeholder validation to identify workflow risks and guide product decisions.
- Partnered with engineering, clinical, business development, and client stakeholders to balance user needs, business priorities, technical constraints, and privacy considerations.
- Identified workflow gaps and product opportunities that informed roadmap planning and helped improve consultation efficiency and the patient experience.

UX Designer (Full-time)

iVedha Inc. – Toronto, Canada | Jul 2020 – Oct 2021

- Led UX design and product optimization initiatives for an in-house cloud-services management platform and a telehealth application, supporting both existing products and new feature development.
- Collaborated with product and engineering teams to clarify requirements, map workflows, identify usability issues, and turn complex operational needs into actionable design solutions.
- Facilitated structured workshops, design reviews, and knowledge-sharing sessions for a four-person design team, strengthening UX practice and improving design consistency.
- Improved design-to-development collaboration through clearer specifications, reusable patterns, documentation, and shared review processes.
- Established design standards and working methods that increased consistency, supported knowledge sharing, and improved quality across multiple product lines.
- Introduced earlier design review and validation practices that surfaced requirements and usability gaps before engineering implementation.

UI/UX Designer (Contract)

Digital Masons – Toronto, Canada | Dec 2019 – Feb 2020

- Designed the foundational design system for an industrial tank-monitoring application, creating reusable components, patterns, visual standards, and documentation for a complex IoT product.
- Defined component behavior, states, responsive rules, and interaction patterns to support consistent implementation across monitoring, alerting, and operational workflows.
- Produced implementation-ready specifications and handoff materials that improved design-to-development accuracy and reduced ambiguity for engineering.
- Designed the system to accommodate future feature expansion, including new monitoring capabilities and industrial IoT integrations.

UI/UX Designer (Full-time)

Onix AS, House of Norway – Ho Chi Minh, Vietnam | Oct 2014 – Feb 2019

- Designed and evolved document-management products for Norway's lifting-equipment industry, supporting equipment tracking, inspections, safety certification, compliance, and maintenance-related workflows.
- Translated complex operational and regulatory requirements into task-focused workflows for field technicians, inspectors, engineers, and administrative teams.
- Organized equipment records, inspection history, certificates, and compliance documentation around real-world tasks, helping users locate accurate information and complete work efficiently.
- Created user flows, interfaces, interaction patterns, and implementation documentation for a regulated B2B environment with safety-critical requirements.

- Partnered with domain experts and delivery teams to balance usability, information accuracy, operational needs, and regulatory constraints.

Technical Documentation Designer (Full-time)

Tanner Asia – Ho Chi Minh, Vietnam | Oct 2011 – Jan 2014

- Produced high-precision technical documentation for European enterprise clients, including Boeing, Siemens, Häfele, and ThyssenKrupp, across aerospace, industrial automation, and manufacturing projects.
- Maintained a 99.99% accuracy rate through rigorous quality-control processes, systematic reviews, and close adherence to technical standards.
- Established quality-control practices that became a benchmark for documentation consistency and delivery excellence within the organization.
- Collaborated with designers, vendors, and print-production partners to deliver technically accurate, visually clear materials under demanding deadlines.

Education and Training

Bachelor's Degree in Management Information Systems	2011
University of Economics Ho Chi Minh city, Vietnam	
Diploma in Information Technology	2008
University of Science Ho Chi Minh city, Vietnam	
Certificate in Advanced Graphic Design	2009
University of Science Ho Chi Minh city, Vietnam	