DANG HUNG KIEN

UX UI DESIGN

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EXPERIENCE

Product Design tại Phenikaa Group (PHX) | Hà Nội

05/2025 - Present

- Responsible for Product Design in developing educational platforms at PHX Smart School, including: Portal, LMS, HRM, Phenikaa School, and BanMai School.
- Designed information architecture, user flows, and user interfaces for product features.
- Collaborated closely with CTO, BA, QC, and Developers to ensure design effectiveness, progress, and product quality aligned with project plans.
- Managed and developed the Design System Portal to maintain consistency across product designs during development.
- Applied Agile methodologies throughout the product design and development process.

Ux/Ui Design tại Pancake Technology | Hà Nội

04/2022 - 04/2025

- Took on the role of UI/UX Designer to develop e-commerce products at Pancake, including: CRM, POS, Webcake, Storecake, LeveraPay, and Pancake Work.
- Collaborated with PO, PM, BA, and Developers to ensure design efficiency and high-quality product outputs. Conducted competitor research and continuously updated design trends for application in the company's products.
- Built and maintained Design Systems for CRM & POS based on Atomic Design principles, ensuring consistency, documentation, and an effective user experience across platforms.
- Applied Agile methodologies in product development, ensuring project progress, efficiency, and design quality aligned with roadmap goals.

SKILL

- **Tools:** HTML/CSS, Figma, Sketch, XD, Photoshop, Illustrator.
- **Design:** User Research, Userflow, Wireframing, Visual Design, Design System, User Interface, Prototyping, Usability Testing.
- **Workflow:** Agile.
- **Soft Skills:** Teamwork/ Independent work, Feedback handling, Problem-solving & Critical thinking.

EDUCATION

Sep, 2023 - Nov, 2023
Studied at UX Foundation.vn center

- **Course:** User Experience Foundation.

Apr, 2021 - Oct, 2021
Studied at ITPlus center & Colorme center

- **Course:** Graphic Design

Aug, 2017 - Apr, 2021
Studied at University of Economics Technology for Industries

- **Major:** Information Technology