

# MIA HUYNH

Senior Product Designer  
Seattle, WA

[huynhmia2395@gmail.com](mailto:huynhmia2395@gmail.com) · (945) 400-2495 · [miariabobia.github.io](https://miariabobia.github.io) · [LinkedIn](#)

## SUMMARY

Systems-oriented Senior Product Designer with 5+ years establishing foundational architecture for complex B2B platforms. My background in healthcare systems—where high-stakes decision-making and triage are core disciplines—informs how I design scalable digital systems in high-ambiguity environments.

I operate across strategy, architecture, and execution, aligning cross-functional teams around durable decision frameworks. My work increasingly explores AI-augmented workflows, including conversational interfaces and internal GPT tooling, with a focus on transparency, user control, and responsible human-in-the-loop design.

Selected for T-Mobile's pilot 10X Innovation Fellowship within 12 months of FTE conversion; co-inventor on filed patent.

## EXPERIENCE

### T-Mobile — Senior Product Designer

*Small Business / T-Life Platform | Apr 2024 – Present*

- Established foundational platform architecture for Small Business integration into T-Life, unifying fragmented commerce and support workflows into a scalable self-service infrastructure.
- Secured VP-level buy-in for 1-year integration roadmap by visualizing technical tradeoffs against user friction, enabling cross-functional alignment across Product, Engineering, and Marketing.
- Stabilized previously fragmented Account Hub shop experience through IA restructuring and workflow consolidation, reducing scope from 8 flows to 3 foundational flows and enabling faster feature delivery.
- Designed conversational AI dashboard prototype with explicit trust indicators and error-handling patterns, reducing cognitive load in enterprise workflows through assistive, human-in-the-loop framework.
- Led stakeholder recalibration sessions to define experience strategy aligned with long-term platform scalability and business requirements.

### T-Mobile — Product Designer

*Consumer ECommerce & Self-Service | Feb 2022 – Apr 2024*

- Led Digital Support Reimagined initiative, redesigning native app support architecture with goal of reducing call center reliance by 50%.
- Owned strategic redesign initiatives across digital support and commerce surfaces during organizational transition, maintaining delivery momentum and launching 3 major enhancements despite restructuring.
- Synthesized Voice of Customer data and operational metrics to build MVP roadmaps and prioritization frameworks that balanced user needs with business constraints.
- Facilitated alignment workshops across 7 stakeholder teams with conflicting success metrics, establishing shared KPI framework and delivering enhancement prior to structural reorg.
- Redesigned internal design review rituals using survey insights, improving participation quality by 35% and team morale during low-trust period.

- Mentored 4 high school UX interns; 3 later converted to full-time Associate Designers (75% conversion rate).

## **T-Mobile & UW Global Innovation Exchange**

*10X Innovation Fellowship | Jun 2022 – Oct 2022*

- Selected as 1 of 14 participants across Digital organization 4 months into FTE role.
- Operated in zero-to-one innovation environment exploring AI/ML-guided commerce experiences with focus on trust-building and explainability.
- Led cross-functional opportunity framing, validating 15+ AI-commerce concepts through rapid prototyping and user testing.
- Designed interactive AI-driven shopping experiences with transparent recommendation logic and user override capabilities.
- Co-inventor on filed patent (INV20465) for predictive AI commerce recommendation system using behavioral pattern recognition and contextual personalization.
- Completed 100+ hours of advanced innovation training in partnership with UW GIX, including AI ethics and human-centered ML design.

## **BlinkUX (Embedded at T-Mobile) — Product Designer**

*Digital Assistance | Jun 2021 – Feb 2022*

- Designed chatbot and conversational support experiences across digital platforms, establishing interaction patterns still in use today.
- Acted as interim Product Manager during roadmap transition, aligning UX direction with engineering delivery and maintaining team velocity.
- Led stakeholder alignment across multiple teams during organizational restructuring, successfully launching an enhancement prior to transition.

## **AI & SYSTEMS INNOVATION**

- Built internal GPT tool to synthesize research repositories and reduce knowledge friction across distributed teams, decreasing research lookup time by 60%.
- Participated in cross-functional AI create-a-thon; co-developed GPT to streamline design system Q&A workflows with built-in source attribution and confidence scoring.
- Selected as 1 of 3 designers for org-wide AI enablement initiative; coached teams on responsible human-in-the-loop AI practices.
- Prototyped voice-enabled and variable-based interaction models to explore accessibility-first workflows, with focus on user control.

## **LEADERSHIP & COMMUNITY IMPACT**

- Co-led storytelling, marketing, and programming for community fundraiser (450 attendees), contributing to \$830,588 raised in a single evening.
- Designed and led youth development conference (100+ attendees) focused on professional exposure and career inspiration.
- Built UX curriculum for youth internship cohort (17 students), integrating real-world product projects and portfolio mentorship.

## **EDUCATION & CERTIFICATIONS**

IBM Enterprise Design Thinking Co-Creator

UW Global Innovation Exchange – Innovation Fellowship

General Assembly – UX Design Immersive

BSN, Rasmussen College