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Or: <https://andyhoanghieu.framer.ai/works>

Hoang Trung Hieu

UI/UX Designer

Work experience

Meey Group UI/UX Design Specialist

Aug, 2023 - Present

Responsibilities:

- Led end-to-end design optimization for Meey Map, Meey Atlas, Meey Finance, and Meey Land, aligning with a centralized design system strategy.
- Worked in Agile Scrum, participating in daily stand-ups, weekly reviews, and retrospectives with cross-functional teams.
- Conducted UX research, usability testing, and A/B testing to refine user experience.

Impact:

- +35% efficiency via a streamlined design system.
- +40% conversion rate on Meey Map.
- Strengthened team collaboration through Agile ceremonies and iterative design feedback loops.

Sơn Thành Holdings UI/UX Design Remote

June, 2023 - June, 2024

Responsibilities:

- Redesigned & optimized the company's web app for import/export management, reducing processing time by 75%.
- Created 200+ page layouts, streamlining development workflows.
- Established a unified design system, boosting efficiency by ~37%.
- Enhanced UX & provided technical support, fixing bugs and improving usability.

Impact: Faster processing, increased efficiency, and a better user experience.

VNEXT Software UI/UX Design & Front-end Developer

March, 2021 - June, 2023

Responsibilities:

- Designed & developed outsourced products for Japanese clients, collaborating with BAs, PMs, and engineers to ensure seamless execution.
- Led UX/UI design for the company's website while supporting front-end development to accelerate project delivery.
- Optimized workflows & improved user experience, aligning with business goals and user needs.

Impact: Delivered high-quality designs, improved project efficiency, and enhanced collaboration across teams.

Education

Google / Google UX Design

Professional Certificate, 2023

FPT Polytechnic / Bachelor in Graphic Design - Cohort K11.3

Graduated 2018

Skillset

Product design

UX Research • User flows • Sketching • Wireframe • Prototyping • Interface design (web/mobile) • Design systems • UX Writing • Usability Testing • Design thinking • Creativity • Design thinking • Animation • Systems thinking • AI

Front-end development

HTML/CSS • SASS/SCSS • Bootstrap • Tailwind CSS • Responsive design • JavaScript

Soft skills

Creative • Effective communication • Empathize

Tools

Design

Figma • Figjam • Photoshop • Illustrator • After Effect • Lottiefiles

Develop

VS Code • Framer • Webflow

Collaboration

Jira • Miro • Notion • Balsamiq

Language

English - Read & understand documents

Vietnamese - Native

About me

I'm a UI/UX Designer passionate about crafting systems that scale. With a strong foundation in design systems and user-centered thinking, I help teams ship consistent, delightful digital experiences, faster and smarter. I thrive in collaborative Agile environments, where design, business, and tech converge to solve real problems.