

# Catherine Hoang

PRODUCT DESIGN

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## EDUCATION

### University of Waterloo

Sep 2019 - Apr 2024

Honours Bachelor of  
Interaction Design and  
Global Business

## ACHIEVEMENTS

### Creative Leader Award

Selected out of 15  
nominees within Junior  
Achievement

### Duo Design Challenge

Personal incubator to  
accelerate collaborative  
product design skills

## TOOLS

Figma, Protopie  
FigJam, Miro  
Notion, Jira, Monday.com  
Slack, Microsoft Suite  
HTML, CSS, JS, Python  
Adobe Suite

## SKILLS

2D and 3D Animation  
Agile Prototyping  
Cross-Platform Design  
Front-end Development  
Interaction Design  
Product Strategy  
UX/UI Design  
Usability Testing

## EXPERIENCE

### Adobe — UX Design Strategy Intern

San Jose, CA | Jun 2023 - Present

Proposed and facilitated end-to-end design process to align on opportunities, key features, design approach, and MVP scope for the Adobe DX Credentials website and training hub alongside contract partners to **surpass retention and net-new goals by over 500%**

Prototyped and user-tested a gamification strategy designed to increase long-term user activity and set a new industry standard in credentialing training systems based on conducted competitive analysis

### Microsoft — Product Marketing Manager Intern

Toronto, ON | Aug 2022 - Apr 2023

Directed the Minecraft Education Canada business and **surpassed target YoY attainment by 110%** through designing custom Minecraft worlds for students to engage with municipalities, such as Toronto and Calgary, to reimagine a more sustainable city

### Adobe — Program Manager and UX Design Intern

San Jose, CA | May 2022 - Aug 2022

Pioneered the development of Adobe DX Credentials' design system and UX framework, supercharging ideation, onboarding, and collaboration between multi-disciplinary teams and **improved output efficiency by 25%**

### AIESEC — Vice President of Business to Consumer

Waterloo, ON | Dec 2020 - Jan 2022

Conceptualized SDGxCreatives magazine, conducting content, psychographics, distribution, and value proposition analysis in engaging communities on the Sustainable Development Goals (SDGs), resulting in **\$200+ in donations**

### Entrepreneurship Society — Vice President of Design

Waterloo, ON | Sep 2019 - Aug 2021

Devised product strategy and design sprint for Janus, a web and mobile platform designed to connect students with passion projects, leading a team of 3 designers to achieve **1000+ user engagement** upon launch