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Portfolio www.simonhoang.com
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ABOUT

My role as a UXer centres around putting users at the core of product design, focusing on user experience as well as improving design practices and consistency. I concentrate on creating an appealing product that users want to engage with, through strong attention to detail, pushing boundaries with visuals and integrating modern frames of reference to convey the brand.

Through my experience, I have learnt the significance of user experience and user interface to guide the aesthetics of design, and the overall impact UX have on shaping a product.

I am passionate about user-centred design, and the impact it can have on people's lives. Above all else, I want to make a difference in the world, a real, quantifiable impact.

EXPERIENCE

● **Unbiased - January 2023 to Present**
Product Design Lead

We are a rapidly scaling fintech business with a mission to empower everyone to make confident financial decisions. We do this by connecting individuals to the right knowledge, financial product, or adviser. For our customers, financial advisers, mortgage advisers and accountants, we help them grow their business by connecting them to people who are looking for their help.

- Scaling Unbiased by helping to create the design strategy, tools and processes that help create the best product for the customers and users.
- Launching Unbiased into the new market and ongoing running of it.
- Day to day team management including one to ones, performance management, goal setting and people development.
- Product discovery: working across problem and solution discovery including usability testing.
- User research: Quantitative and qualitative research and using data to inform decision making.
- Creating concepts and prototypes, testing with users and rapidly iterating.
- Designing activities across UX and UI.
- Working closely with product management and technology to deliver first class products.
- Facilitating in wider design activities such as workshopping, ideation and design critiquing.
- Presenting to teams and the wider business.
- Collaborating across multiple functions and stakeholders.

● **Moneyfarm - May 2022 to December 2022**
Lead Product Designer

● **cinch - January 2020 to April 2021**
Senior UX Designer

● **TickX - April 2019 to January 2020**
UX Lead

● **TickX - April 2018 to April 2019**
Senior UX Designer

● **Talent Works International - July 2017 to April 2018**
UX/UI Designer

● **UK Point Of Sale - October 2015 to July 2017**
Senior Web Designer

● **MBI Group - January 2015 to October 2015**
Senior Creative

● **Elior - December 2013 to January 2015**
Digital Designer

● **McDonald's Restaurants Ltd (Head Office) - June 2010 to December 2013**
Graphic Web Designer

● **Plus-Two - January 2011, 1 day**
Graphic Designer (internship)

● **X Artwork - 1st July 2008 to 5th July 2008**
Graphic Designer (internship)

● **D21 Mediaworks - May 2008 to July 2008**
Graphic Designer (internship)

DESIGN SKILLS

Tools	Knowledge		
Figma	Hotjar	UX/UI design	A/B testing
Sketch	Adobe Target	Collaboration	Workshopping
Adobe XD	Google Analytics	Low/high prototyping	Web Accessibility
Miro	Looker	Grid and layout	Data analytics
InVision	UserTesting.com	White space	UX research
Zeplin	Maze	User-centered design	Design system
Confluence	TryMyUI	Lean UX/Agile	Design Sprint
Jira Software	Useberry	HTML/CSS	Mobile UX design
Trello	Slack	Leadership	Usability testing

RECOGNITION & FEATURED

● **Projects featured on Adobe Behance**
www.behance.net/simonhoang

● **Coding & Design Sprint articles featured on UX Collective - Medium online publishing**
<https://simonhoang23.medium.com/>

● **User Research article featured on The Startup - Medium online publishing**
<https://simonhoang23.medium.com/>

● **Usability Testing article featured on Bootcamp - Medium online publishing**
<https://simonhoang23.medium.com/>

● **Keynote Speaker at the UX Crunch event**
<https://www.meetup.com/The-UX-Crunch-Manchester/events/259269010/>

EDUCATION

● **BA (Hons) Degree and Higher National Diploma - 2006 to 2010**
Graphic Design - University Of Salford

● **BTEC National Diploma Graphic Design - 2004 to 2006**
City College Manchester

● **BTEC National Diploma Fine Art (Partial) - 2003 to 2004**
City College Manchester

● **GNVQ Intermediate Art and Design - 2002 to 2003**
Bury College

● **8 GCSE's - 1997 to 2002**
Plant Hill High School