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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.

Here to make a real impact on user journeys in our everyday lives. Above all else, I want to make a difference in the world, a real, quantifiable impact.

EXPERIENCE

- cinch - Present**  
Senior UX Designer
  - Working in squads, adopting the OKR (Objective Key Results) approach
  - Discovery and ideation with cross-disciplinary workshops
  - Running design sprint workshops
  - Conducting user research and usability testing lab sessions
  - Enhancement of existing features including optimisation experimentation
  - A/B testing working closely with the development team
  - Data analytics to improve design
  - UX research understanding our target personas, their intent, needs and dreams. Leveraging insights from also session recordings, heatmaps, and more
  - Maintenance of a robust design system
  - Nurturing the culture with knowledge-sharing and collaboration
  - Writing case studies on projects for company wide updates
  - Presenting regularly at show and tell
- TickX - April 2018 - January 2020**  
Lead UX/UI Designer
- Talent Works International - July 2017 - April 2018**  
UX/UI Designer
- UK Point Of Sale - October 2015 - July 2017**  
Senior Web Designer
- MBi Group - January 2015 - October 2015**  
Senior Creative
- Elior - December 2013 - January 2015**  
Digital Designer
- McDonald's Restaurants Ltd (Head Office) - June 2010 - December 2013**  
Designer
- Plus-Two - January 2011 - 1 day**  
Graphic Designer (internship)
- X Artwork - 1st July 2008 - 5th July 2008**  
Graphic Designer (internship)
- D21 Mediaworks - May 2008 - July 2008**  
Graphic Designer (internship)

DESIGN SKILLS

Tools		Knowledge	
Adobe XD	Zeplin	UX/UI design	A/B testing
Adobe InDesign	Jira Software	Wireframing	Usability testing
Adobe Illustrator	Confluence	Creativity	Accessibility
Adobe Photoshop	Trello	Grid and layout	Data analytics
Adobe Target	UserTesting	White space	UX research
Sketch	Maze	Typography	Design system
Miro	Hotjar	Colour theory	Design Sprint
InVision	Google Analytics	HTML/CSS	Case studies

RECOGNITION & ACHIEVEMENTS

- Projects featured on Adobe Behance
- Article featured on UX Collective (Medium online publishing)  
www.medium.com/@simon.hoang23
- Keynote Speaker at the UX Crunch event
- Mentoring designers

EDUCATION

- BA (Hons) Degree and Higher National Diploma - 2006 - 2010  
Graphic Design - University Of Salford
- BTEC National Diploma Graphic Design - 2004 - 2006  
City College Manchester
- BTEC National Diploma Fine Art (Partial) - 2003 - 2004  
City College Manchester
- GNVQ Intermediate Art and Design - 2002 - 2003  
Bury College
- 8 GCSE's - 1997 - 2002  
Plant Hill High School