

Christine Anh Hoang

Product Designer

Design thinking is at the core of my process. In my 5 years of experience as a UX and Product designer in SaaS, I use it to define the scope with product managers, investigate the technical capabilities with engineers and deliver value to the business.

Work Experience

Kaluza Automates core operations for energy retailers to optimise the agent and customer experience.

Senior Product Designer Sept 2023 - Present

Led the UX design for the first phase of a programme to migrate our client's 4 million customer accounts onto our platform. I am currently leading the research and design for Home moves.

UX Designer Jan 2021 - Sept 2023

Executed the design and research for our customer care home, contracts and home moves services. Some of my projects include deprecating a legacy page, merged services and provided a visual guide for agents to meet compliance regulations.

Soldo Expense management platform that serves over 25,000 companies.

UX Designer Nov 2019 - Jan 2021

Designed the user experience for onboarding, a simplified access to funds, strong customer authentication for compliance with PSD2 and reminders to prompt submitting expenses across desktop.

Education

Revolution Learning and Development Nov 2022
Negotiation and Influencing Skills Training

General Assembly Jun 2019 - Aug 2019
User Experience Design Immersive

Brunel University Jun 2019 - Aug 2019
Bsc Media and Communications

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Technical Skills

User testing
User research
Prototyping
Figma
User flows
Copy writing
Mix-panel
HTML CSS
Wire-framing
Experience map
Service map
Information architecture

Soft Skills

Product trio
Pairing with engineers
Sprint planning
Presenting
Stakeholder management
Cross collaboration

Languages

English | Fluent
Vietnamese | Intermediate
Cantonese | Beginner
Mandarin | Beginner