

# Jacob Hoang

## Industrial Designer

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### Education

#### OCAD University

B. Des (Industrial Design)  
2016 - 2020

#### Xi'an Jiaotong Liverpool University

Jiangsu Exchange Program  
Feb 2019 - June 2019

### Competencies

#### Design

3D Modeling  
Digital Rendering  
Sketching  
FDM 3D Printing  
Illustrations  
Laser Cutting  
Plastic Fabrication  
Woodworking  
Web Design

#### Research

User Interviews  
Heuristic Evaluations  
Flow Charts  
User Personas  
Usability Testing  
Storyboarding  
Mood boarding  
User Journey Mapping

#### Tools

Adobe Creative Suite  
Solidworks  
Blender  
Fusion 360  
Procreate  
Keyshot  
Microsoft Office  
Miro  
Figma

### Experience

#### Industrial Designer

TuxMat, Scarborough ON | April 2024 - Present

- Managed the complete development process for custom-fit interior car liners for various automotive companies
- Conducted research and conceptualized new car accessories, expanding product revenue streams and enhancing market competitiveness.
- Proactively identified opportunities to streamline product development workflows, for better cross-functional collaboration

#### Digital Designer

Action Screen, Markham ON | Aug 2023 - Feb 2024

- Collaborated with a local business owner to orchestrate a comprehensive E-commerce website redesign
- Facilitated meetings and strategic roadmap sessions to blueprint a design implementation plan
- Crafted detailed 2D and 3D digital assets to enhance product representation, facilitating a clear visualization for customers

#### Product Designer

Tenovos, Washington D.C | July 2021 - May 2023

- Collaborated with a cross-functional team to create sketches, and high-fidelity visual prototypes to implement new UI features
- Conducted user research and usability testing by actively participating in client meetings and utilizing analytics tools
- Improved UI guidelines by establishing consistent graphics and visual patterns that streamline the design and development process

#### Product/ Visual Designer

VTO Group, Toronto ON | Oct 2020 - Apr 2021

- Redesigned the UI navigation of a client's internal CRM platform for tracking and finalizing sales leads
- Designed business card templates and graphics for wearable merchandise that fit with the client's brand identity

#### Industrial Design Intern

Artisan Complete, Markham ON | May 2018 - Aug 2018

- Designed and 3D modeled visually appealing and functional displays that showcase products effectively for retail clients
- Produced documentation and specification sheets for engineers to provide clear instructions for production
- Conducted site visits to evaluate key product dimensions and accessibility needs for retail display installation