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
3D Scanning
Illustrations
Laser Cutting
Plastic Fabrication
Woodworking

Research

User Interviews
User Personas
Usability Testing
Storyboarding
Mood boarding
User Journey Mapping

Tools

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

Experience

Industrial Designer

TuxMat, Scarborough ON | April 2024 - Present

- Managed multiple development projects for custom car liners across various automotive clients while successfully executing 3D scanning, 3D CAD drawings, and overseeing prototype testing
- Conducted user and material research to help conceptualize 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

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