

# Jacob Hoang • Product Designer

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## PROFESSIONAL EXPERIENCE

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### **Industrial Designer** | *TuxMat, Richmond Hill, ON* | April 2024 - Present

- Managed multiple development projects for custom car liners across various automotive clients while executing 3D scanning, 3D CAD drawings, and overseeing prototype testing
- Led research, discovery, and concept development for 3 newly introduced car accessory products, helping to expand TuxMat's revenue streams
- Leveraged AI tools like Claude to build workflows that streamlined product development for better cross-functional collaboration, and stayed up to date with automaker news to stay competitive in the market

### **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 presentations to blueprint a design implementation plan
- Crafted detailed 2D and 3D digital assets to enhance product representation, facilitating clear visualization for customers

### **Product Designer** | *Tenivos, 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 participating in client meetings and utilizing analytics tools
- Improved the UI guidelines of the web platform by establishing consistent graphics and visual patterns to streamline the design and development process and maintain a cohesive user experience.

### **UX/UI 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 for POS solutions
- Designed business card templates and graphics for wearable merchandise aligned 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

## SKILLS

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**Design:** 3D Modeling, Digital Rendering, Sketching, FDM 3D Printing, 3D Scanning, Illustration, Laser Cutting, Plastic Fabrication, Woodworking

**Research:** User Interviews, User Personas, Usability Testing, Storyboarding, Mood Boarding, User Journey Mapping

**Tools & Software:** SolidWorks, Adobe Creative Suite, Blender, Fusion 360, KeyShot, Vizcom, Claude AI, Perplexity, Figma, Miro, Microsoft Office

## EDUCATION

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**Masters of Digital Experience Innovation** | University of Waterloo | 2025 – 2027

**Bachelor of Design - Industrial Design** | OCAD University | 2016 - 2020