

Jacob Hoang • Industrial Designer

Markham, ON | 647-966-5008 | jacobhoang.design@gmail.com | www.jacobhoang.com

PROFESSIONAL EXPERIENCE

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 discovery research and concept development in close collaboration with Engineers 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 | *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 for the B2b digital asset management software
- 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 workflow for a client's internal CRM platform used by 70+ Inside sales associates to track and manage leads through to 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

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

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

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