



**Simon Hoang**  
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Portfolio | [www.simonhoang.com](http://www.simonhoang.com)  
 Behance | [www.behance.net/simonhoang](http://www.behance.net/simonhoang)  
 Dribbble | [www.dribbble.com/simonhoang23](http://www.dribbble.com/simonhoang23)  
 Instagram | [www.instagram.com/uxdon](http://www.instagram.com/uxdon)  
 LinkedIn | [www.linkedin.com/in/simonhoang23](http://www.linkedin.com/in/simonhoang23)

## ABOUT

My role as a UXer centres around putting users at the core of product design, focusing on user experience as well as improving design practices and consistency. I concentrate on creating an appealing product that users want to engage with, through strong attention to detail, pushing boundaries with visuals and integrating modern frames of reference to convey the brand.

Through my experience, I have learnt the significance of user experience and user interface to guide the aesthetics of design, and the overall impact UX have on shaping a product.

I am passionate about user-centred design, and the impact it can have on people's lives. Above all else, I want to make a difference in the world, a real, quantifiable impact.

Oh, and I also like to code.

## DESIGN SKILLS

### Tools

Figma  
 Adobe XD  
 Sketch  
 Adobe Target  
 Adobe Photoshop  
 Adobe Illustrator  
 Miro  
 InVision  
 Zeplin  
 Confluence  
 Jira Software  
 Slack  
 Trello  
 UserTesting  
 Maze  
 Useberry  
 Hotjar  
 Google Analytics

### Knowledge

UX/UI design  
 Wireframing  
 User-centered design  
 Grid and layout  
 White space  
 Low/high prototyping  
 Typography  
 HTML/CSS  
 Colour theory  
 A/B testing  
 Workshops  
 Web Accessibility  
 Data analytics  
 UX research  
 Design system  
 Design Sprint  
 Mobile UX design  
 Usability testing

## EXPERIENCE

### ● Costa Coffee - April 2021 to Present Senior Experience Designer

- Responsible for leading the design of end-to-end product experiences to deliver value to customers and the business
- Design, test and create user experiences across digital products (app and web) by taking a brief for a new journey or UX on the app or website and design, prototype and testing the journey
- Driving consistency and continuity of user experiences across all digital channels regardless of IT solution (local or global)
- Design best in class, consumer centric digital experiences globally for Costa
- Apply a global lens to digital experiences to ensure they scale in international markets
- Apply a 'mobile first' approach to user experience design, catering for our top used channels and devices
- Create engaging concepts and prototypes that can be shared with markets that generate excitement
- Work collaboratively with the Brand and Platform teams to create true omni-channel (offline and online) experiences
- Create regular audits and analysis of competitor and industry leading experiences to share with stakeholders
- Application of user-centric design techniques to create products that achieve customer and business goals
- Applying a range of human-centred design methods to solve complex problems and facilitating cross-functional teams to design new and optimise existing products
- Effectively collaborate to engage customers and understanding the customer problem that is most valuable to solve
- Data driven to incorporate the right balance of qualitative and quantitative insight into decision making, demonstrating the impact of the solution on business outcomes and use data to guide design decisions
- Contributing to the principles, UX best practice and frameworks to help support the team to deliver a coherent experience at every touch point with Costa
- Run and lead design workshops such as problem framing, design sprints

### ● cinch - January 2020 to April 2021 Senior UX Designer

### ● TickX - April 2019 to January 2020 UX Lead

### ● TickX - April 2018 to April 2019 Senior UX Designer

### ● Talent Works International - July 2017 to April 2018 UX/UI Designer

### ● UK Point Of Sale - October 2015 to July 2017 Senior Web Designer

### ● MBI Group - January 2015 to October 2015 Senior Creative

### ● Elixir - December 2013 to January 2015 Digital Designer

### ● McDonald's Restaurants Ltd (Head Office) - June 2010 to December 2013 Graphic Web Designer

### ● Plus-Two - January 2011, 1 day Graphic Designer (internship)

### ● X Artwork - 1st July 2008 to 5th July 2008 Graphic Designer (internship)

### ● D21 Mediaworks - May 2008 to July 2008 Graphic Designer (internship)

## RECOGNITION & FEATURED

### ● Projects featured on Adobe Behance [www.behance.net/simonhoang](http://www.behance.net/simonhoang)

### ● Coding & Design Sprint articles featured on UX Collective - Medium online publishing <https://simonhoang23.medium.com/>

### ● User Research article featured on The Startup - Medium online publishing <https://simonhoang23.medium.com/>

### ● Usability Testing article featured on Bootcamp - Medium online publishing <https://simonhoang23.medium.com/>

### ● Keynote Speaker at the UX Crunch event <https://www.meetup.com/The-UX-Crunch-Manchester/events/259269010/>

## EDUCATION

### ● BA (Hons) Degree and Higher National Diploma - 2006 to 2010 Graphic Design - University Of Salford

### ● BTEC National Diploma Graphic Design - 2004 to 2006 City College Manchester

### ● BTEC National Diploma Fine Art (Partial) - 2003 to 2004 City College Manchester

### ● GNVQ Intermediate Art and Design - 2002 to 2003 Bury College

### ● 8 GCSE's - 1997 to 2002 Plant Hill High School