

PROFILE

Senior product designer with 10+ years designing complex enterprise software for operations teams in aviation, healthcare, and financial services. Takes ambiguous requirements through research, prototyping, and engineering implementation, using AI-assisted workflows to test ideas as working prototypes early.

SKILLSET

Product Design: Complex workflow design, user flows, wireframing, interactive prototyping, high-fidelity design, design systems, accessibility (WCAG)

Research & Discovery: Usability testing, contextual inquiry, service blueprinting, stakeholder workshops

AI-Assisted Design: Prompt-driven prototyping, design-to-code workflows, MCP-enabled workflows

Front-End Prototyping: HTML, CSS, JavaScript, responsive layouts

TOOLKIT

Design & Prototyping: Figma, FigJam, Miro

AI: Claude, Claude Code, Figma Make, Kiro, ChatGPT, Gemini

Development: VS Code, Git/GitHub, Vercel

Collaboration: Jira, Confluence

Other: Adobe Creative Suite

CERTIFICATIONS

Southern Methodist University
User Experience Design Certification
February 2020

LUMA
Design Thinking Practitioner
August 2021

Salesforce
UX Certification
2024

Nam Hoang

Senior Product Designer | Complex Workflows & AI-Assisted Design
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AI-ASSISTED DESIGN

- Created and published a library of **51 AI-assisted UX methods** across discovery, definition, prototyping, and handoff, with ready-to-use prompts, MCP-enabled variants, and validation checkpoints (namkh.com/ai-ux-methods).
- Built a prototype feedback layer that lets stakeholders test a real workflow and turns their in-the-moment comments into a prioritized backlog.
- Prototype in code with Claude Code and commit to Git repos so engineers can run and review real behavior, not static mockups.

EXPERIENCE

Slalom | March 2022 - Present
Senior Consultant - Experience Design

- Lead UX design for enterprise clients in airline, healthcare, and financial services, from discovery and research through prototyping and developer handoff.
- Map complex, multi-role workflows with service blueprints, process maps, and swimlanes to expose gaps and opportunities before design begins.
- Conduct interviews, contextual research, and usability testing; turn findings into personas, wireframes, and prototypes.
- Facilitate stakeholder workshops to align design, business, and engineering; support sales with proposal decks and design narratives.

American Airlines | September 2017 - March 2022
Senior UX Designer

- Designed a web-based supply chain application replacing green-screen workflows for **2,000+ aircraft mechanics**, covering primary functions of their daily workflow from warehouse to aircraft.
- Led interviews, contextual inquiries, and usability testing with operations users to ground design in how the work is actually done.
- Built wireframes and prototypes across multiple iterations with business analysts, product owners, architects, and developers; supplied detailed specs during implementation.
- Led design system adoption across **5 applications and 5 development teams**, standardizing components and speeding up delivery.

HD Vest Financial Services | September 2011 - August 2017
Senior Design Consultant

Awarded National Team Member of the Year 2013

- UXD subject matter expert for client-facing mobile apps; created wireframes and prototypes and launched releases to production with IT.
- Developed business cases and executive proposals to pitch application prototypes.
- Led a national brand refresh: rebranding strategy, executive buy-in, and rollout of guidelines and collateral.