Samuel Hoang is a hands-on design leader with deep experience working in cross-functional teams to create the future of consumer services and products.

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EXPERIENCE

Freelance
October 2009 – Present
Between my full-time jobs, I've established long-term design contracts with companies such as Tactile Inc, Hewlett-Packard, and HTC.

Meta
Principal Product Designer · May 2019 – May 2024
Senior Product Designer · July 2013 – February 2015
In 2013, I was hired as the first designer in the Seattle office and responsible for shipping new features on Facebook such as Buying and Selling in Groups, Save for Later, and the Audience Network. After returning in 2019, I earned team mentorship and product leadership responsibilities while designing buyer and seller experiences that substantially increased engagement on Marketplace and increased inventory and sales in Shops.

Amazon
Senior UX Designer · September 2016 – December 2017
Working within the Alexa org, I launched new multi-modal experiences (voice, touch, & remote control) for Amazon devices powered by Alexa, such as Fire TV, Echo Show, and Echo Spot.

DogVacay
Senior Product Designer · June 2015 – July 2016
I led the redesign of their host sign-up flows, search, and profile—helping to establish DogVacay as a leading marketplace for pet sitting services before the company was acquired by Rover in 2017.

Hulu
Principal UX Designer · November 2011 – May 2013
Senior UX Designer · March 2011 – November 2011
I helped start Hulu's Seattle office along with two senior engineers and initiated efforts across the Seattle and Santa Monica offices to modernize their web experience and tv apps. Along the way, I developed modular content layouts and new product experiences such as Shows You Watch and Autoplay—resulting in better experiences for content discovery and binge-watching.

Teague
Interaction Design Manager · February 2007 – September 2009
Senior Interaction Designer · May 2004 – February 2007
I designed products for our clients in the consumer electronics and aviation industries. After being promoted to design manager, I took on additional responsibilities in business development and team building.

EDUCATION

MIT
Master of Architecture

Georgia Tech
Bachelor of Science, Majoring in Architecture

SKILLS

- Product Strategy
- User Experience Design
- Interaction & Visual Design
- Motion Design & Prototyping
- Hardware Interaction Design
- Team Building, Design Mentorship, and Management
- Business Development

TOOLS

- Figma & Sketch
- Adobe Creative Suite
- HTML5, CSS3, & Javascript
- Protopie, Flinto, & Principle
- Google Docs & Keynote

REFERENCES

www.linkedin.com/in/samhoang
More available upon request