

Hong Doan

Product Designer

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hello!

As a seasoned designer with 10+ years of experience, I'm passionate about transforming complex problems into intuitive, impactful user experiences. My journey has taken me across various tech industries, crafting solutions for both B2B and B2C at scale.

I thrive on creating products that balance delightful design with measurable business success. Combining strategic vision with hands-on expertise, I also leverage AI to amplify my design process and bring innovative ideas to life more effectively. I'm excited to bring my unique blend of skills to new challenges and help drive the future of technology in meaningful, human ways.

experience

Volvo Cars - Senior UX Designer

Nov 2024 - Present / Stockholm, SE

'Beyond Car' Shopping area

- Leading the end-to-end customer journey for the beyond-car area, which covers Volvo car accessories and digital products/services (including software upgrades, internet subscriptions, service plans, and warranties). Executing the full product lifecycle from discovery to final delivery.
- Defining the long-term UX strategy across digital channels, utilizing user data and research insights to pivot roadmap decisions
- Simultaneously collaborate with other design teams to ensure a holistic, unified user experience across the broader Volvo digital ecosystem
- Cross-functional collaboration: Partnering with Engineers, Product leaders, Commercial stakeholders and Legal team to establish scalable design solutions, ensuring a cohesive user experience and that they meet strict compliance standards while maintaining usability

Remote Software Updates function

- Led the end-to-end design for Remote Software updates, transforming a high-friction technical process into a seamless mobile experience that empowers user self-service and reduces troubleshooting errors

Klarna - Senior Product Designer

Jun 2022 - Nov 2024 / Stockholm, SE

Klarna Store App (B2B product)

- Owned the end-to-end design strategy for the Merchant Portal, enabling our merchants to access 360-customer profiles and interact with their customers (via live chat and video call) in order to drive sales engagement
- Redesigned the User Management architecture to enable merchant self-sufficiency, reducing dependency on the Customer Success team

Klarna Live Shopping (Innovation and 0-to-1 Launch)

- Led the E2E design and beta-launch of Klarna Live Shopping in the US market
- Partnered with Commercial stakeholders and Product Leaders to create competitive analysis and discovery research to define product-market fit, delivering a new engagement channel for our app users

Post-purchase Experience

- Collaborated with 2 other designers to unify and optimize core post-purchase flows
- Elevated the user experience for managing orders and order tracking, resulting in increased user clarity and a measurable reduction in support inquiries

Tiki - Senior Product Designer

Apr 2020 - Nov 2021 / Vietnam

Tiki is one of the most popular e-Commerce platforms in Vietnam with more than 6M active users in 2021.

I was responsible for designing several products including:

Loyalty, Retention & Gamification Strategy

- Conceptualized and architected the "Rewards Program" and gamification ecosystem from scratch. Partnered with PMs to define engagement mechanics that increased user retention and boosted daily active usage

Subscription Growth

- Led the end-to-end redesign of the premium subscription journey (TikiNOW). Optimized the funnel from awareness to post-purchase, successfully growing the monthly subscriber base and increasing program awareness

Consumer Shopping Journey

- Revamped the 'Search' experience across app and web, implementing new filtering and search logic that improved product discovery
- Designed and defined guidelines for onboarding experiences for new and existing users on mobile app

Internal Business Intelligence platform

- Designed the internal business intelligence platform (Retail IQ), utilizing complex data visualization.
- Empowered the Business Development teams to make profitable growth decisions by transforming raw data into actionable insights

ShopBack - Regional Product Designer

Aug 2018 - Mar 2020 / Vietnam

ShopBack is Asia-Pacific's leading shopping and rewards platform, serving 38M+ shoppers across 10 markets.

Sole design ownership for Internal tools

- Served as the sole designer for ShopBack's internal product ecosystem across 10 APAC markets. Executed the full design lifecycle from stakeholder interviews and requirement gathering to high-fidelity UI and handoff.
- Identified operational bottlenecks and delivered pragmatic UX solutions that optimized workflows for internal departments, resulting in reductions in operation time and overhead costs

Customer self-service

- Designed the "Contextual Help" platform, a self-service solution enabling end-users to resolve issues independently. This initiative directly reduced Customer Service overhead and operational costs through improved ticket deflection

Ematic Solutions - Customer Success Designer

Jan 2017 - Jul 2018 / Vietnam

Ematic Solutions was a SAAS company in SEA that helped their clients increase email revenue and users retention.

- Data-driven UX optimization: Acted as a strategic design consultant for clients, leveraging A/B testing and conversion rate optimization to maximize Open Rates, Click Rates, and Subscriber retention.
- Directly influenced client revenue growth by optimizing product implementations to minimize unsubscribe rates and increase subscription conversion performance

Leflair - Designer & Production Team Leader

May 2015 - Aug 2016 / Vietnam

Leflair is a premium e-commerce platform with limited-time sales in Vietnam.

- Design operations leadership: Led and scaled the Production Department, establishing workflows that inspired high performance and operational efficiency within the production team
- Brand design: Defined and maintained the visual guidelines for the brand, serving as the gatekeeper for consistency across all visual assets and ensuring a premium e-commerce experience.
- UX improvements: Partnered with Engineering to drive continuous UX improvements on the web platform, balancing technical constraints with high visual standards.