

Hien Le

Digital Product Designer

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[Portfolio](#) | [LinkedIn](#)

EXPERIENCE

Porter Airlines, Product Designer

AUGUST 2021 - PRESENT | TORONTO, ON

Led end-to-end redesign of critical transactional flows (flight change, check-in, payments) across iOS and Android, improving usability and reducing friction in high-intent moments

Championed the mobile accessibility program, driving WCAG compliance and embedding inclusive design practices into team workflows

Created and delivered design training and documentation to scale design quality across cross-functional teams

Partnered with product and engineering to shape mobile roadmap through Opportunity Solution Tree and RICE frameworks

PwC Canada, Tax Manager

SEPTEMBER 2018 - AUGUST 2021 | TORONTO, ON

Managed a portfolio of 10+ corporate clients delivering U.S. tax compliance and advisory services in highly regulated environments

PwC U.S., Senior Tax Associate

SEPTEMBER 2015 - JUNE 2018 | NEW YORK, NY

Provided U.S. compliance and consulting tax services to high-profile partnership and corporate clients

EDUCATION

BrainStation, User Experience Design, 2021

Goldey Beacom College, M.S. Finance, 2018

Indiana University, B.S. Accounting & Marketing, 2015

PROFILE

Product designer with experience leading end-to-end design for high-traffic, regulated consumer products and proven track record improving accessibility at scale. Combines deep UX craft with a finance background to design clear, compliant, and user-centered experiences.

SKILLS

Product design (end-to-end)
UX & UI design
Design systems
Inclusive design (WCAG)
User research & testing
Product strategy

TOOL KIT

Figma
Confluence & Jira
Fable & Userlytics
Firebase & Hotjar