

Hien Le

Digital Product Designer

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

EXPERIENCE

Porter Airlines, Product Designer

AUGUST 2021 - PRESENT | TORONTO, ON

Redesigned the cross-platform flight selection experience to improve information hierarchy and conversion

Led end-to-end design of complex transactional flows across iOS and Android, reducing friction in high-intent moments

Evolved web and mobile design systems to scale for modernization

Championed the mobile accessibility program and embedded inclusive design practices into team workflows

Partnered with business, product and engineering to shape product roadmap

Created and delivered design training and documentation to scale design quality across product teams

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

Senior Product Designer with experience leading end-to-end design across web and mobile in highly regulated environments. Specializes in designing clear, accessible, and trustworthy experiences during high-intent moments.

SKILLS

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

TOOL KIT

Figma
Confluence & Jira
Fable & Userlytics
Firebase & Hotjar