✉ hienquangle92@gmail.com | 🎨 hienledesign.com | 💼 LinkedIn | 📞 437-218-5567

Hien Le

Senior Product Designer with experience leading end-to-end design of clear, accessible, and trustworthy experiences across web and mobile

EXPERIENCE

Product Designer — Porter Airlines

August 2021 - PRESENT

- Redesigned the flight selection experience to improve information hierarchy and conversion on mobile app and responsive web
- Led end-to-end design of high-intent transactional flows across iOS and Android to increase mobile adoption rate for self-serve functionalities
- Led discovery efforts and conducted user research through collaboration with UX Researcher and Business Intelligence
- Evolved web and mobile design systems to scale for modernization
- Championed the mobile accessibility program, driving WCAG compliance and embedding inclusive practices into team workflows
- Partnered with Business, Product and Engineering to shape product roadmap
- Created and delivered design training and documentation to scale product quality

Tax Manager — PwC

September 2015 - August 2021

- Managed a U.S. tax compliance of 15+ corporate clients
- Managed and trained 15+ associates

SKILLS

Product design, Mobile design, UI & UX design, Inclusive design (WCAG), User research, Product strategy, Product management

Tools: Figma, Confluence, Jira, Userlytics, Fable, Firebase, Hotjar

EDUCATION

BrainStation — User Experience Design, 2021

Goldey-Beacom College — M.S. Finance, 2018

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