

**SAMUEL HOANG** HELPS COMPANIES FORMULATE MEANINGFUL DESIGN STRATEGIES WHILE CRAFTING COMPELLING AND ENGAGING USER EXPERIENCES FOR CONSUMER ELECTRONICS, MOBILE DEVICES, SOFTWARE APPLICATIONS, AND ENVIRONMENTS.

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## WORK EXPERIENCE

**Samuel Hoang LLC, Principal + Interaction Designer** // Seattle, WA, 09.2009 - Present

Being proud of my accomplishments at Teague, I decided to form my own design practice to pursue new opportunities as an individual design contributor.

**Teague, Interaction Design Manager** // Seattle, WA, 02.2007 - 09.2009

Built, managed, and led a team of interaction designers, visual designers, and software prototypes. Project management and creative direction of multiple and simultaneous user experience programs for consumer electronics, entertainment experiences, and mobile devices. Successfully tripled the group revenue over the last two years. Business development and proposal writing. Hands-on work for major programs leading design workshops, conducting primary user research, conceptualizing user experience models, creating visual design concepts, screen layouts, and Flash-based prototypes.

**Teague, Senior Interaction Designer** // Seattle, WA, 05.2004 - 02.2007

Led and executed a variety of hardware and software interaction design projects in the aviation and consumer electronics industries. Close involvement and hands-on work in every phase of the design process, including high-level design direction, product requirements gathering and analysis, guerilla user research, hardware definition, information architecture, visual design, and Flash-based prototype development. Produced quotes and short-form proposals on smaller programs. Project management experiences included budget, resource, and workflow responsibilities.

**Fitch, Senior Interaction Designer** // Columbus, OH, 08.2003 - 05.2004

Created design specifications and interactive prototypes for desktop software applications, home appliances, and industrial equipment. Execution role in every phase of the design process, including product requirements gathering and analysis, formal and guerilla user research, interaction architecture, visual design, and Flash-based prototype development. Light project management experience on smaller programs. Worked on business development initiatives such as defining the interaction design offering at Fitch and authoring proposals.

**Philips Design, Interaction Designer** // Atlanta, GA, 06.2001 - 08.2003

Designed and created web applications and product launch microsites. Assisted in the development of global design documentation standards. Core activities included requirements gathering and analysis, information architecture, visual design, client and server-side web programming, database design, and web animation. Peripherally involved in design strategy and research activities for the North America region.

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## EDUCATION

**MIT** // Cambridge, MA, 08.1999 - 02.2002

Master of Architecture (M. Arch.)  
Merit Scholarship

**Georgia Tech** // Atlanta, GA, 09.1995 - 05.1999

Bachelor of Science in Architecture (B.S.), Summa Cum Laude  
3.83 GPA

## SKILLS

**Product Definition and Design Strategy**

Experience in planning, conducting and documenting primary user research, design workshops, and other discovery activities in order to frame the design problem in terms of user needs, business opportunities and technology constraints.

**Experience Modelling and Interaction Design**

Champion of whiteboarding, paper sketching and using Omnigraffle and Adobe Illustrator to create wireframes, navigation schemas, and other diagrams. Making use of design patterns and physical metaphors where appropriate.

**Visual Design**

Building icons, graphics and screen layouts on a daily basis with Illustrator and Photoshop.

**Prototyping**

Hands-on work creating timeline animations and coded interactions in Flash. Expert-level Actionscript 1.0, Basic working knowledge of Actionscript 3.0, Ability to parse XML with Flash, Hand-code HTML, javascript and CSS. Early in my career, I also built ASP/VBScript web applications and Microsoft Access databases.

**Project Management**

Heavily experienced in framing design approaches, preparing resource estimates, and writing proposals crafted specifically for the needs of each program. Pro-active approach to communicating and collaborating with team members to establish best practices, produce stellar results, and ensure timely delivery.

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## PRODUCT DESIGN AWARDS

**2009 IDSA Northwest Design Invitational** // Transportation Category, Silver

Venue High Definition Cabin Management System

**2009 Red Dot Design Award** // Product Design Category

Venue High Definition Cabin Management System

**2007 IDSA / IDEA** // Bronze

Precor Cardio-Fitness Display Interaction Design

**2007 Good Design Award**

Panasonic eXpress Portable Media Player

**2006 Red Dot Design Award** // Product Design Category

Panasonic eXpress Portable Media Player

**2006 IDSA Northwest Design Invitational** // User Interaction Category, Silver

Panasonic eXpress Portable Media Player

**2004 CES Best Innovation** // Kitchen Appliances Category

TMIO ConnectIO Internet Appliance