



Hồ Đan Chi

Principal Product Designer

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Hello,

I am Đan Chi. I am currently a Freelance Principal Product Designer. I have years working on print and branding designs. In late 2016, I decided to join one of the Southeast Asia E-commerce's Product team as a UX/UI Designer. This opportunity jumped out at me as the thing to do to step outside of my comfort zone and have new, exciting design experiments.

I now aim to build beautiful interfaces & functional user experiences. And I am currently looking for a dynamic & collaborative Product team.

Warm regards,

Dan Chi

Education

Diploma of Information Technology (Major in Web Production & Management)
Ultimo College Sydney Institute
Australia · 2000 - 2004

Bachelor of Design (Major in Multimedia Systems)
RMIT International University
Vietnam · 2004 - 2008

Experiences

Below are my knowledge gained from years working as a Graphic Designer and UX/UI Designer.

🛠 Tool ● Techniques ▲ Soft skills

2009 to 2016 **Graphic Designer · Various companies**

7 yrs 9 mos
During my time as a Graphic Designer, I worked for various companies. I designed brand visual identities, marketing collaterals, websites, advertorials, and catalogs. I also worked as a Lead Designer for a year, then I found out that I wanted to be a design specialist rather than a design manager.

- 🛠 Photoshop 🛠 Flash
- 🛠 Indesign 🛠 Illustrator
- Typography ● Brand Visualization ● Identity Design ● Website Design ● Photography ● Print Design ▲ Brainstorming ▲ Art Direction ▲ Adaptive

2016 to 2018 **UX/UI Designer · Lazada Tech Hub**

Specialized in B2B & B2C products

1 yr 4 mos
In late 2016, I challenged myself in UX/UI design field. I worked with PMs and Developers on proposing some features for both seller-side and buyer-side. I also had chance to collaborate with different teams to execute and conduct User Research and Usability Test for our mobile applications.

- 🛠 Sketch 🛠 Marvel 🛠 Axure
- 🛠 Invision 🛠 Lookback
- Wireframing ● UI Design ● A/B testing ● Card Sorting ● Usability Testing
- ▲ Documentation ▲ Empathy ▲ Cross-team Collaboration ▲ Patience

2018 to 2019 **Senior UX Designer · Shipping World Digital**

Specialized in B2B & B2C products

8 mos
I worked for Shipping World Digital as a contract designer for 8 months. It was a start-from-scratch project. I collaborated with PMs and developers to develop an MVP web-application. The main goal was to digitalize Shipping Worlds' offline business.

- 🛠 Adobe XD ● Information Architecture ● Interaction Design ● User-journey map

2019 to 2020 **Career break**

1 yr
I took a year off from work to reset, rebalance, and find new motivation. I traveled and reconnected with family and friends.

- Swimming ● Mountain Hiking ▲ Mindfulness ▲ Compassion ▲ Self-care ▲ Self-motivation

2020 to 2022 **Product Designer · Tiki**

Specialized in B2B products

2 yrs 3 mos
At Tiki, I had a chance to work on different Marketplace projects. I also experienced different design and research techniques that contribute to build better user experience.

- 🛠 Figma 🛠 Whimsical 🛠 Balsamiq ● Prototyping ● Benchmarking ● Design Language System ● User Research ● Usability Testing
- ▲ Time management ▲ Cross-team Collaboration

I designed and launched tools such as Store Decoration, Freeship+, Tiki Ads. I also worked collaboratively with other designers to develop Seller Center's DLS.

2022 to 2023 **Senior Product Designer · Go2Joy**

Specialized in B2B & B2C products

1 yr 3 mos
Apart from taking care of the user experiences of Go2joy's products, I also worked as a Lead designer. I supported and guided other Designers through phases of design thinking process.

- Information Architecture ● Design Language System
- ▲ Design Review ▲ Time management ▲ Mentoring

NOW **Principal Product Designer · Freelance**

Specialized in B2B & B2C products

I am providing freelance design service at danchi-studio.com