

Samuel Hoang is a software builder and design leader with deep experience working in cross-functional teams to create the future of services and products.

EXPERIENCE

Freelance

October 2009 – Present

As founding designer at Tonkotsu AI, designed and shipped the Tonkotsu IDE, Handle Studio, and the gethandle.ai website. Also created smplnvt.com, a stock portfolio simulation app, and smplpxls.com as side projects. Earlier freelance work includes long-term design contracts with Tactile Inc, Hewlett-Packard, and HTC.

Meta

Principal Product Designer · May 2019 – May 2024

Senior Product Designer · July 2013 – February 2015

Hired as the first designer in the Seattle office in 2013, shipping new Facebook features like Buying and Selling in Groups, Save for Later, and the Audience Network. After returning in 2019, took on team mentorship and product leadership while designing buyer and seller experiences that grew engagement on Marketplace and lifted inventory and sales in Shops.

Amazon

Senior UX Designer · September 2016 – December 2017

Working within the Alexa org, I launched new multi-modal experiences (voice, touch, & remote control) for Amazon devices powered by Alexa, such as Fire TV, Echo Show, and Echo Spot.

DogVacay

Senior Product Designer · June 2015 – July 2016

I led the redesign of their host sign-up flows, search, and profile—helping to establish DogVacay as a leading marketplace for pet sitting services before the company was acquired by Rover in 2017.

Hulu

Principal UX Designer · November 2011 – May 2013

Senior UX Designer · March 2011 – November 2011

Helped start Hulu's Seattle office with two senior engineers and led efforts to modernize their web experience and TV apps. Developed modular content layouts and new product experiences like Shows You Watch and Autoplay, improving content discovery and binge-watching.

Teague

Interaction Design Manager · February 2007 – September 2009

Senior Interaction Designer · May 2004 – February 2007

I designed products for our clients in the consumer electronics and aviation industries. After being promoted to design manager, I took on additional responsibilities in business development and team building.

Seattle, Washington

www.samuelhoang.com

samhoang@gmail.com

206.227.0067

EDUCATION

MIT

Master of Architecture

Georgia Tech

Bachelor of Science, Majoring in Architecture

SKILLS

- Designing AI & agent product experiences
- Prompt engineering & LLM prototyping
- AI-assisted design workflows with Claude
- Product Strategy
- User Experience Design
- Interaction, Visual & Motion Design
- Web development with modern libraries and frameworks (React, Next.js, etc.)
- Hardware Interaction Design
- Team Building, Design Mentorship, and Management

TOOLS

- Claude Code and Codex
- Git & version control
- Figma
- Adobe Creative Suite
- HTML5, CSS3, & Javascript
- Protopie, Flinto, & Principle
- Google Docs & Keynote

REFERENCES

www.linkedin.com/in/samhoang

More available upon request