CONTACTS

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# Helena Dang, Senior Product Designer.

## EXPERIENCE 01

2024.09 - Present

### 01 Digital

LEAD PRODUCT DESIGNER & WEB DEVELOPMENT

Own end-to-end product design and web execution for startups and enterprise clients from strategy and systems to high-fidelity builds and motion-driven experiences.

- Lead cross-functional product design across web and mobile, aligning business goals with user needs and technical constraints.
- Define product strategy, design systems, and scalable workflows using Figma (components, variables, tokens).
- Translate designs into high-performance websites using Framer, WordPress, and modern front-end workflows.
- Build interactive, motion-first experiences with GSAP, Jitter, and timeline-based animations.
- Partner closely with engineers to ensure clean handoff, feasibility, and pixel-perfect execution.
- Drive user research, usability testing, and iteration to improve clarity, conversion, and engagement.
- Present design rationale, prototypes, and outcomes clearly to stakeholders and clients.
- System-driven UI for scalable products and multi-page marketing sites
- Motion design for web using After Effects + GSAP
- CMS-ready, SEO-friendly, production-ready builds

PRODUCT DESIGNER

- Design and iterate low- to mid-fidelity wireframes and UI flows to solve real user and business problems.
- Conduct user research, discovery sessions, and usability testing to validate assumptions and improve experience quality.
- Execute high-fidelity visuals and rapid iterations using Figma, Photoshop, Illustrator, Lightroom, Canva, and AI-assisted tools.
- Create motion and video assets with After Effects and Premiere Pro to support product and marketing experiences.
- Collaborate closely with product managers and engineers to ensure accurate, feasible, and scalable implementation.
- Maintain and evolve consistent visual and interaction patterns across multiple client products.
- Build and extend design systems, ensuring usability, scalability, and long-term maintainability.

2026.04 - Present

### Globe Telecom

FULL-STACK DESIGNER | CONTRACT

- Designed the UI/UX for a new internal product dashboard, integrated with a Nocobase low-code backend so engineers can act on live data without leaving the interface
- Designed a series of education decks (Figma Slides) covering the AWS services used across Globe's cloud stack, translating dense technical documentation into clear, on-brand, learnable visuals with a consistent design language
- Animated and edited the video versions of those decks for async training rollout across engineering teams

2022.08 - 2025.04

### CyStack

PRODUCT DESIGNER

Worked on security-focused digital platforms including CyStack Website, Locker (Password Manager), and WhiteHub (Bug Bounty Platform).

I was responsible for the entire design process, from generating ideas to making them a reality. I ensured that each product met the highest standards in terms of user-friendliness, appearance, and performance.

2024.04 - Present

### Robusto.ai

PRODUCT DESIGNER

At Robusto.ai, I am in charge of three main products: **Robusto.ai, Capydata, and Full Stack Data Science**.

I focus on understanding user needs, brainstorming creative ideas, and designing intuitive user experiences and interfaces. I collaborate with teams to ensure our designs align with our brand and standards. Additionally, I contribute to building and maintaining design systems for consistency.

2023.03 - 2024.02

### Future Software Engineers

CONTENT CREATOR/GRAPHIC DESIGNER

As a marketing graduate, one of my primary aspirations is to create dynamic content and aesthetic designs that align with the desired visual preferences of end-users.

2022.02 - 2023.08

### Volunteer for Education

GRAPHIC DESIGNER/UI DESIGNER

As a graphic designer/UI designer for V.E.O, I have embraced a diverse range of responsibilities to support the organization's mission and enhance its brand identity.

2021.01 - Present

### Freelancer

FREELANCE DESIGNER

I specialize in creating captivating POD products, landing pages, and app designs with a focus on visual appeal and marketability.

## EDUCATION 02

2019-2023

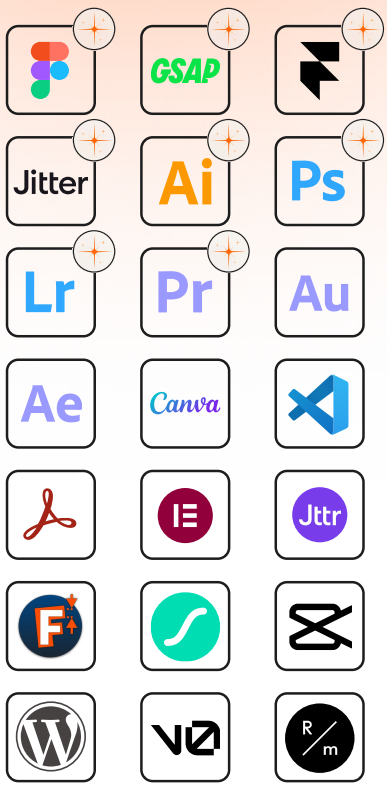
### Budapest Business School

Bachelor's Degree in Communication and Marketing

2014-2018

### Chu Van An Highschool

## TOOLS 03




*Excel in this field with top skills:*

## SKILLS 04

Wed Development
UI/UX Design
Graphic Design
Motion Graphic
Wireframe & Prototyping
Hand-drawing
Video Editing
Typography
Design Thinking
UX Research
Photography
User-centered Design
Design System
3D Art
Markup Language (HTML & CSS)
GSAP & JavaScript

Team Management
Communication
Teamwork
Problem Solving
Time Management

## AWARD & CERTIFICATE 05

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|---|---|
| Stipendium Hungaricum Scholarship | 2019 |
| Top 5 SEA in the Leading Edge Business Challenge by Mondelez International (Design Thinking) | 2021 |
| After Effects Masters: VFX, Motion Graphics, Animation+ by Udemy | 2023 |
| UX Design Foundations by Udemy | 2023 |
| Adobe After Effects for UI/UX Designers by Udemy | 2023 |
| Motion Design with Figma by Udemy | 2024 |
| Visual Element of User Interface Design by Coursera | 2024 |
| Foundations of UX Design by Coursera | 2024 |

## LANGUAGES 06

| | |
|---|---|
| Vietnamese | Native |
| English | Proficient |

## PORTFOLIO PROJECTS 07

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