

# Hoang Phi

## Senior Product Designer

Product Strategy · UX/UI · Design Systems · Accessibility · Cross-Functional Collaboration

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Product Designer with 5+ years designing digital products across consumer and enterprise experiences. Proven track record in onboarding, accessibility, design systems, and cross-functional product work, with outcomes including \$13M+ in revenue, 100K+ user growth, and WCAG 2.1 rollout at scale.

## experience

### Citi | Senior Product Designer

May 2022 - Sep 2025

- Drove \$13M+ in revenue and 100K+ enrollments in 12 months by designing onboarding and engagement flows for Citi Shop, Citi's first browser extension, across web, mobile, and iOS Safari.
- Led product design for OneView, Citi's internal call-center platform used by 20K+ agents, delivering modular dashboards and scalable patterns across 5 product domains in support of a \$193M cost-savings initiative.
- Partnered with Citi's AI Accelerator to pilot AI-assisted workflows for accessibility checks, usability reviews, and internal product feedback, improving design speed and quality.
- Built and facilitated UX/UI onboarding workshops for incoming analysts, strengthening design fundamentals, critique skills, and production readiness.

### Citi | Product Designer

Jan 2021 - May 2022

- Rebuilt 400+ ATM screens into a scalable token-based system, supporting WCAG 2.1 rollout across North America and 20+ countries and impacting 65K+ ATMs.
- Designed Citi's Partner Portal for 14+ financial aggregators, improving onboarding, monitoring, and integration workflows for a platform supporting 150M+ API calls per month.
- Led UX/UI for Citi@Work, redesigning responsive enrollment and product pages across desktop, tablet, and mobile in close partnership with Legal and Compliance.

### H.Phi Design | Freelance Product Designer

Sep 2020 - Present

- Deliver UX/UI design for startups and small businesses across wellness, retail, and healthtech, spanning audits, redesigns, research, content strategy, and brand alignment.
- Led information architecture and navigation redesign for Aldea Home & Baby, improving product discoverability, clarifying high-priority purchase paths, and supporting online furniture sales strategy.
- Revamped the marketing website for Obsession Skin & Body Care, improving credibility, content clarity, and mobile usability.

## education

**General Assembly** — User Experience Design Immersive

Apr 2020 - Jul 2020

**California State University, Long Beach** — B.S. Health Science

Aug 2015 - May 2017

## skills

Product Design, UX/UI, Design Systems, Accessibility, WCAG 2.1, Prototyping, Interaction Design, UX Research, Usability Testing, Cross-Functional Collaboration, AI-Assisted Workflows, Figma