

Dam Sy Hoang

Design Engineer & UX Analyst - AI-Driven Operations - 0-to-1 Product Design

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PROFESSIONAL SUMMARY

Senior Product Designer with nearly 7 years of experience across product design, AI-powered operations, and data-driven user-experience analysis. Started in 0-to-1 mobile UX across fintech, banking, and healthcare, now architecting autonomous AI monitoring systems that replace entire manual workflows. End-to-end builder: from onboarding flows and design systems to production alert pipelines processing 70+ alerts across 5 critical user journeys. Relentless experimenter who treats every system: whether a clinician workflow or a real-time anomaly detector - as a design problem to be prototyped, measured, and iterated on. Thrives at the intersection of design thinking and engineering execution, where AI amplifies human judgment rather than replacing it.

CORE COMPETENCIES

AI-powered operations & intelligent automation

Autonomous monitoring & alert triage

Data-driven UX analysis & anomaly detection

End-to-end mobile & web UX design

0-to-1 product design & rapid prototyping

Design systems & accessibility (WCAG 2.1+)

AI-assisted prototyping & workflow automation

Cross-market analytics & stakeholder reporting

WORK EXPERIENCE

Game/Entertainment Data-Driven Company Mar 2026 - Present

Design Engineer / UX Analyst - Remote (outside office hours)

Led the design and deployment of AI-powered autonomous monitoring systems that transformed how a multi-market digital platform detects, investigates, and resolves user journey failures in real time.

- Architected and delivered a fully autonomous alert triage pipeline - from signal detection to root-cause diagnosis to stakeholder notification - eliminating manual investigation and **cutting response time by 85%** (from 30 min to under 3 min per incident).
- Scaled automated coverage to **78+ alert recipes across 5 critical user journeys** (Deposit, Withdrawal, GamePlay, Login, Registration), each producing confidence-scored verdicts grounded in live SQL evidence.
- Built an AI-driven daily anomaly detection system that replaced a 60-minute manual routine with a 5-minute automated sweep - achieving **90% time savings** while improving detection granularity to provider-level and hour-level attribution.
- Established the foundational "explain-why" analytics layer for the platform's user journey monitoring program, covering **62+ alert rules across 4 markets** and enabling ops teams to act on root causes rather than symptoms.
- Drove daily UX health reporting across registration conversion, deposit success, retention, and game error rates, surfacing cross-market patterns that informed product and engineering priorities.

Tech Stack: PostHog (HogQL), SQL, Claude Code / Claude API, MCP Servers, Cloudflare Workers, Slack API, Looker Studio, Notion, Webhook Architecture

Episource LLC (acquired by Optum) - via FPT Software Oct 2024 - Present

Senior UX Designer - Remote (US client)

- Led end-to-end UX for risk-adjustment products, simplifying highly technical clinician workflows (HCC coding, chart retrieval, encounter submission) into focused, low-cognitive-load flows.
- Ran user research with clinicians and operators; turned insights into prototypes and iterative experiments that moved measurable outcomes (coding accuracy, throughput).
- Designed and evolved an accessible (WCAG 2.1+) design system used across the product suite for consistency and delivery speed.
- Explored responsible AI patterns: explainable UI, human-in-the-loop review, and trust-building micro-interactions for clinician users.
- Used AI-assisted prototyping (Lovable, Bolt, GitHub Copilot) to compress ideation-to-clickable-prototype cycles and validate flows faster with stakeholders.

Centralized Communication for Nursing Homes (US Customer)

Jun 2024 - Oct 2024

Senior UI/UX Designer - Remote

- Designed cross-platform web and mobile experience for clinicians and nurses: real-time messaging, task management, patient monitoring.
- Ran interviews, built personas, and mapped journeys specific to nursing-home workflows; designed low-to-high-fidelity wireframes and interactive prototypes.
- Built a cohesive visual system that adheres to accessibility standards and works for users with varying tech proficiency.

Global Healthcare Center (FPT Software)

Sep 2023 - Present

Product Designer / UX Researcher - Hanoi, Vietnam

- Led UX across patient-management, telehealth, and EHR products; balanced business goals, technical constraints, and user needs.
- Ran qualitative research, thematic analysis, and observation studies; shipped personas, journey maps, and wireframes that drove design decisions.
- Maintained a shared design system to keep multiple products consistent and accessible as the portfolio scaled.

Technixo JSC

Oct 2022 - Aug 2023

Product Designer / UX Researcher - Position.exchange & FuturX.com (DEX) - Hanoi, Vietnam

- Owned end-to-end UX for a new decentralized exchange focused on reducing the complexity of crypto trading for new users.
- Led a cross-functional research and testing effort that produced a personalized first-time experience; **daily trading volume grew 100%** and new-user acquisition followed.
- Synthesized design, business constraints, and accessibility into a repeatable UCD process and supported design-to-engineering handoff.

MBBank

Aug 2021 - Aug 2022

UX/UI Designer - Banking Mobile App - Hanoi, Vietnam

- Designed end-to-end UX/UI for a top-tier Vietnamese banking mobile app; produced UX artifacts, UI design, prototypes, and interaction patterns shipped at scale.
- Established mobile design guidelines, patterns, and component libraries used across the org; resolved blockers between design, BA, and engineering.
- Drove design-thinking and user-centered methodologies across cross-functional teams; turned qualitative and quantitative data into product insights that informed roadmap decisions.

Tripath Vietnam Inc.

Mar 2021 - Aug 2021

UX/UI Designer - Schools.vn - Hanoi, Vietnam

- Built up a school-management platform from concept to MVP: UX/UI documentation, project plan, task break-down, change-request management.

ybox.vn

Jan 2020 - Feb 2021

UX/UI Designer - companyinsider.vn - Hanoi, Vietnam

- Designed and helped launch Vietnam's first online career-fair platform from zero: wireframes, sitemaps, flow diagrams; shipped the MVP and iterated based on early-user feedback.

SELECTED PROJECTS

AI-Powered Autonomous Alert Triage

Architected a production pipeline that autonomously detects anomalies, runs root-cause analysis via live SQL queries, and delivers confidence-scored verdicts to Slack - processing 78+ alert recipes and covering 62+ rules across 4 markets with zero manual intervention.

PostHog, HogQL, Claude API, MCP Servers, Cloudflare Workers, Slack API

AI-Driven Daily Anomaly Detection System

Replaced a 60-minute manual morning routine with a 5-minute automated sweep that surfaces provider-level and hour-level anomalies across registration, deposit, gameplay, and withdrawal flows - 90% time savings with higher detection granularity.

AI-Assisted Prototyping for Clinician Workflows

Episource / Optum

Used Lovable / Bolt / GitHub Copilot to convert research insights into clickable prototypes within hours, accelerating stakeholder feedback and de-risking complex AI-in-the-loop interactions.

DEX Onboarding & Retention Redesign

Position.exchange

Redesigned first-time-user experience for a crypto DEX; the launch contributed to a 100% increase in daily trading volume and improved new-user activation.

EDUCATION

Hanoi University - Faculty of International Studies

2017 - 2021

CERTIFICATIONS

AI Automation: Build LLM Apps & AI-Agents with n8n & APIs - [Udemy](#)

GitHub Copilot Beginner to Pro - AI for Coding & Development - [Udemy](#)

Object-Oriented UX (OOUX) Fundamentals - [Udemy](#)

Product-led Certification - [pendo.io](#)

Product Analytics Certification - [pendo.io](#)

UX Foundation - [uxfoundation.vn](#)

UX/UI Design Foundations - [uxcel.com](#)

HTML/CSS for Designers - [uxcel.com](#)

SKILLS

AI & Automation: autonomous alert triage, anomaly detection systems, LLM-powered pipelines (Claude API), MCP Servers, Cloudflare Workers, webhook architecture, Slack API integrations, n8n workflow automation

Design: end-to-end mobile UX, onboarding and first-time experience, activation and retention design, engagement loops, design systems, accessibility (WCAG 2.1+), wireframing, prototyping, visual design, interaction design, OOUX, design thinking, Lean UX

Data & Analytics: PostHog (HogQL), SQL, Looker Studio, Google Analytics, Pendo.io, product analytics, A/B-style iteration, cross-market UX health reporting

Research: user research, interviews, surveys, observation, thematic analysis, journey mapping, personas, heuristic evaluation, usability testing

Tools: Figma (advanced, 6y), Claude Code, Lovable, Bolt, GitHub Copilot, HTML/CSS, Notion

Portfolio: robertdam.super.site

Languages: Vietnamese (native), English (fluent)