Dam Sy Hoang (Robert Dam)

Senior Product Designer - AI-native workflows, 0-to-1 products, healthcare and B2B

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Hanoi, Vietnam (open to relocation to Europe)

PROFESSIONAL SUMMARY

Senior Product Designer with nearly 7 years of experience, mostly as the solo or founding designer on 0-to-1 products in healthcare, fintech and banking. At Optum, I designed the tiered medical-coding workflow now live for 3,000+ coders. As a UX Analyst, I took an AI alert-triage pipeline from pitch to first verdict in 6 days, then handed it to the platform team, where it grew to 939 triage recipes. I start from first principles, prototype in code, and design AI to support human judgment, not replace it.

CORE COMPETENCIES

Product Design | UX Research | Design Systems | Accessibility (WCAG 2.1) | AI and LLM Product Design | Human-in-the-Loop Workflows | Prototyping | Product Analytics (SQL, PostHog)

WORK EXPERIENCE

Game and entertainment data company (multi-market digital platform)

Mar 2026 - Present

Design Engineer / UX Analyst | Remote, contract

- Proposed and built an **AI alert-triage pipeline** alone, from pitch to first full verdict in **6 days**. Diagnosis takes **2-3 minutes**, where manual digging took 30-50 minutes.
- Designed the safety model: the AI agent reads data only, an auditable script posts results, and low-confidence verdicts go to a person. The MVP diagnosed **59 of 66** live alerts and flagged the rest for manual review.
- Wrote the PRD to hand the pipeline to the backend and AI teams, and owned AI verdict quality as coverage grew from 1 to **939 recipes** across 8 user journeys and 21 market groups.
- Built an audit catalogue of 47 automated checks and a batch updater for all recipes. Recipes on outdated prompts fell from 876 to 0.
- Designed the review loop of an escalation agent with 3 human approvers. In its first full week, raised incidents grew from 6 to 11 and alert-channel noise fell from 20% to 14%.
- Rebuilt the weekly report workflow with Claude, from 90 minutes to 15-20 minutes with a human approval step. Presented it as a featured use case at the company AI knowledge-sharing session.

FPT Software - Optum (formerly Episource)

Oct 2024 - Sep 2026

Senior Product Designer | Remote, US client

- **Adaptive Coder:** split chart verification from diagnosis coding in risk-adjustment (HCC) medical coding. Designed both workspaces, the verification states and the surveys. Now live for **3,000+ coders**.
- In the **887-coder pilot**, **87.6%** said verification improves coding speed. QA spot checks across 30,000+ pilot charts found near-zero errors.
- Sole designer in the product trio from 2025, with an equal say to the PM. Won Operations' support for a new verification queue with a controlled pilot.
- Designed human-in-the-loop AI patterns: source tags on AI-filled fields, banners that name the exact chart page to check, and a required AI acknowledgment.
- Used a 20-coder alpha test to revise my own layout: the lowest-rated item (74%) led to reference panels that collapse by default.
- **Harmony design system:** daily contributor for 2 years as Optum merged 2 legacy libraries into 46 components. Redesigned the Step Tracker across Figma, Zeroheight and Storybook, and reviewed specs with engineers before build.

FPT Software - US nursing-home communication platform

Jun 2024 - Oct 2024

Senior UI/UX Designer | Remote, US client

- Designed web and mobile messaging, task management and patient monitoring for nurses with very different levels of tech confidence. Ran interviews, built personas and journey maps, and delivered interactive prototypes.

FPT Software - Global Healthcare Center

Sep 2023 - Sep 2026

Product Designer / UX Researcher | Hanoi, Vietnam

- Led UX across patient-management, telehealth and EHR products. Ran qualitative research, thematic analysis and observation studies, and maintained a shared, accessible design system.

Technixo JSC

Oct 2022 - Aug 2023

Product Designer / UX Researcher | Hanoi. Position.exchange and FuturX.com (crypto DEX)

- Owned end-to-end UX for a new decentralized exchange. Led research and testing for a personalized first-time experience. Daily trading volume grew **100%** after launch.
- Set up a repeatable user-centered design process and supported design-to-engineering handoff.

MBBank

Aug 2021 - Aug 2022

UX/UI Designer | Hanoi. Banking mobile app

- Designed end-to-end UX/UI for a top-tier Vietnamese banking app, shipped at scale.
- Set mobile guidelines, patterns and component libraries used across the organization.

Earlier roles

Jan 2020 - Aug 2021

UX/UI Designer | Hanoi

- **Tripath Vietnam** (Mar 2021 - Aug 2021): took the Schools.vn school-management platform from concept to MVP.
- **ybox.vn** (Jan 2020 - Feb 2021): designed and launched Vietnam's first online career-fair platform, from zero to MVP.

PROJECTS

Adaptive Coder Optum

Two jobs, one screen: a tiered medical-coding workflow, live for 3,000+ coders.

robertdam.space/portfolio-v2/work/adaptive-coder.html

Sentinel AI triage 0-to-1

Six days from pitch to an AI on call, then 939 triage recipes on the company platform.

robertdam.space/portfolio-v2/work/ai-triage.html

Harmony Optum

Two libraries, one system, plus a personal lab where an AI agent can build only from the design system.

robertdam.space/portfolio-v2/work/harmony.html

EDUCATION

Bachelor of International Studies, Hanoi University 2017 - 2021

CERTIFICATIONS

AI Automation: LLM Apps and AI Agents with n8n - Udemy

Product Analytics Certification - Pendo.io

Product-led Certification - Pendo.io

Object-Oriented UX (OOUX) Fundamentals - Udemy

SKILLS

Design: end-to-end product design, mobile and web UX, interaction design, design systems, onboarding and activation, wireframing, prototyping, OOUX, Lean UX
Research: user interviews, usability testing, surveys, observation, thematic analysis, journey mapping, personas, heuristic evaluation
AI and automation: LLM workflows (Claude API, Claude Code), AI agents, MCP servers, Cloudflare Workers, webhooks, Slack API, n8n
Data: SQL, PostHog (HogQL), Looker Studio, Google Analytics, Pendo.io
Tools: Figma, Zeroheight, Storybook, Lovable, Bolt, GitHub Copilot, HTML/CSS, Notion
Languages: Vietnamese (native), English (fluent)