

# ANTHONY “FOO” HOANG

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Holistic UX Design Leader with 15+ years of experience bridging digital and physical experiences across Automotive, XR (VR/AR), Mobile, and Hybrid Work environments. Specializing in AI/ML-driven UX strategy, multimodal interface design, and scaling cross-functional teams. Demonstrated success in transforming complex technical systems into intuitive, user-centered solutions that drive business adoption and innovation at global companies, including Ford (Director), Zoom, Microsoft, and HTC. Expert in Digital & Physical UX for Auto, XR, Mobile, Wearables, Voice & Connected Devices.

## CORE COMPETENCIES

**UX LEADERSHIP & STRATEGY:** Digital/Physical UX, Automotive HMI, Cross-Platform & Multimodal Interfaces, Design Systems, Team Leadership.

**EMERGING TECH:** AI/ML-Driven UX, XR/Spatial Computing (VR/AR), IoT.

**PRODUCT & EXECUTION:** Rapid Prototyping (ProtoPie, Arduino), User Research & Empathy, Product Management, Technical Specifications, Agile Methodologies.

## PROFESSIONAL EXPERIENCE

**STEALTH STARTUP** | San Francisco, CA

**Founder** | Dec 2024 – Present

- Principal Product Designer (Industrial Design/User Experience)
- Principal Product Engineer (Electrical/Mechanical/Software)

**FORD MOTOR COMPANY** | Palo Alto, CA

**Design Director** | Jun 2023 – Dec 2024

- Led holistic UX for Ford's global vehicle portfolio, balancing design with manufacturing feasibility.
- Drove innovation with an AI/psychology-based rubric for tactile/digital control balance to create confidence across organizations.
- Managed future-state solutions (XR, HUDs, secondary displays)
- Empowered a multidisciplinary team to deliver user-centered solutions, ensuring cohesive multimodal feedback.

**ZOOM** | San Jose, CA

**Product Design Manager** | Nov 2021 – Jun 2023

- Managed a global design team for the Rooms vertical (conference room/personal video-conference appliances, Hybrid Office tools, ZDM).
- Implemented a structured design process and methodology, significantly boosting team efficiency and scale.
- Aligned long-term vision and product strategy with senior leadership and cross-functional teams.

**Lead Product Designer** | Feb 2021 – Dec 2022

- Drove end-to-end design process, from discovery to spec creation, for video-conferencing appliance experiences.
- Mentored junior designers and maintained design systems to ensure consistency and scalability across product areas.

**XR ASSOCIATION** | San Francisco, CA

**Chair of Comms and Brand** | Oct 2018 – Mar 2020

- Managed rebranding, online presence, and events for an industry-led association that included all major VR/AR hardware players (Microsoft, Samsung, Sony, Facebook, Google, and HTC).
- Redesigned logo, developed brand and style guides, created branded templates, and implemented website redesign with vendor.

**HTC** | San Francisco, CA

**Senior Product Manager** | Apr 2016 – Feb 2020

- Drove end-to-end hardware and software product experiences, defining user-centric products based on data and business needs.
- Designed high-fidelity technical documentation widely distributed by the company and industry.
- Developed custom design and tech solutions for major Fortune 500 partners.

**Senior User Experience Designer** | Jul 2012 – Apr 2016

- Led UX efforts for hardware-related features for a range of devices (wearables, smartphones, VR).

- Championed features focusing on user-education and awareness, driving design pattern alignment and consistency across product areas.

#### **Senior Interaction Developer/Designer | Feb 2007 – Jul 2012**

- Evolved smartphone designs from the legacy PDA market and brought the first Android phone to market.
- Supported wireframe development and visual asset creation for lead designers.
- Created prototypes for design validation and user testing.
- Replicated multiple OS's in Flash to explore and test design and interaction patterns, motion, and animation.

#### **MICROSOFT | Redmond, WA**

##### **Art Director | 2005 – Feb 2007**

- Directed creative for co-branded web/video experiences on MSN, focusing on interaction frameworks and Flash development.

#### **NSURGENTS | Seattle, WA**

##### **Designer | 2001 – 2004**

- Translated client business goals into holistic offline and online design solutions, specializing in custom, interactive, Flash-based web experiences.
- Concept sketching and wireframing for client buy-in, visual design collaboration, creating comps/prototypes for alignment, and implementing approved directions.

#### **ADVANCED DESIGN LAB | Houston, TX**

##### **Partner | 2002 – 2004**

- Principal designer at a creative agency, conceptualizing and creating bespoke interactive web experiences and print solutions aligned with client business goals.
- Client alignment, concept sketching and presentation, visual comp design, and final design direction development.

#### **STICK NETWORKS | Dallas, TX**

##### **Flash Designer | 2000 – 2001**

- Designed and developed a flash-based UI for an early connected PDA (mp3 player, mail, calendar, contacts, settings) in collaboration with a backend engineer.
- PM alignment, wireframing, presenting options, development, and rapid user-testing.

#### **SUPERIOR GRAPHICS GROUP | Dallas, TX**

##### **Multimedia Developer | 2000 – 2000**

- Conceptualized, designed, and developed individual Flash-based creative experiences (websites, cd/dvd presentations) for brands including Frito-Lay, Nortel, and Sprint.
- Project kick-off, client alignment, concept collaboration, storyboarding, prototyping for interaction/motion approvals, and full development and iteration of approved creative.

## **TECHNICAL SKILLS**

**DESIGN:** Visual Design, Interaction Design, Motion Graphics, Advanced Prototyping, Typography, 3D Modeling, Figma, ProtoPie, Unity, Unreal Engine, WebXR, Photoshop, Illustrator, InDesign, Flash, Premiere, After Effects, SketchUp, Fusion 360, 3D Studio Max, Maya, Sketch

**PROGRAMMING:** Claude Code, Gemini, VS Code, Cursor, JavaScript, Python, C#, Arduino, AI LLM APIs, HTML5, SCSS, PHP, JAVA, C, C++, ReactJS, Bash, Batch, Lua

**COLLABORATION:** Cross-Functional & Strategic Alignment, Multidisciplinary Team Leadership & Empowerment, Cohesive Communication & Orchestration, Structured Process Implementation, Stakeholder & Client Management, Agile, Jira, Confluence, Git

## **ACCOMPLISHMENTS**

- XR Association Communications + Brand Chair
- SIGGRAPH AR/VR/XR Hackathon Judge
- Interaction Design Mentor at Art Center
- 6 Patents awarded
- 150+ Industry awards for products involved with
- 4.0 GPA / Dean's list