

Trinh Ngoc Hieu

I'm Trinh Ngoc Hieu, known as Hillx. I design products with heavy business logic, and the design systems that keep them consistent as they grow.



Contact

Email

hillx.design@gmail.com

Phone

+84 979 631 246

LinkedIn

in/imhillxtz

Portfolio

imhillxtz.com

About

I start every project by understanding the people using it, their habits, their frustrations, and what they're actually trying to get done. That's usually where the real problem lives, not in the interface itself. My technical background keeps me close to how things get built, so what I design holds up in implementation instead of falling apart at handoff. I don't chase polish for its own sake. I care about whether a design changes behavior in a way that matters, for the user and for the business. That's the standard I hold my own work to, and the one I bring when working with a team.

Experience

DX FutureTech

AI PropTech · Multi-sided platform

Product Designer

Feb 2025 to May 2026

I owned end-to-end design for Druce across four connected surfaces: an agent app, a customer app, a merchant app and an internal portal. The work brought complex property, transaction and compliance workflows into usable experiences across mobile and web.

I also helped define greenfield AI products, built two token-based design systems, and set the design and handoff standards for the team.

TIKI

E-commerce · Commercial Design

Product Designer

Jan 2023 to Jan 2025

I redesigned Seller Center Next-Gen and shipped work across **10+** commercial tools, including order management, pricing and supply planning. I also architected SPHERE, the token-based design system behind TIKI's commercial products.

New experience flows reached **90%+** user satisfaction. The Pricing Tool work cut pricing-adjustment notifications by about **97%**, and the Supply Planning 2.0 redesign contributed to **41%** growth in Level-0 SKU contribution.

ScaleUP

Technologies

Startup · Omni-channel platform

Product Designer

Jan 2023 to Nov 2023

I designed GenViet OMS, an order management system that ties e-commerce, store operations, inventory and customer management together, and a mobile app for store staff during active shifts.

Across the core platform and partner projects, I evolved the Asgard design system so products could be re-skinned without drifting apart.

Hoang Phuc International

E-commerce · Omni-channel retail

UX/UI Designer

Dec 2021 to Jan 2023

As a founding member of the Product Design team, I helped grow it from one to four designers and worked across **8+** consumer, retail-operations and enterprise products. I also built Asgard, HPI's first token-based design system.

The redesigned in-store Click app cut fulfillment processing workload by about **30%**, and the loyalty app reached more than 1,000 daily active users.

VDE Technology

UX/UI Designer
Dec 2020 to Nov 2021

Product studio · Mobile app design

Executed end-to-end mobile design across three distinct consumer categories in a fast-paced studio environment.

WinERP

Business Analyst &
UX/UI Designer
Aug 2019 to Apr 2020

Enterprise software

Modeled client requirements in UML, authored user stories, and delivered UX/UI specs for enterprise software, bridging business analysis with product design to translate complex logic into functional interfaces.

Freelance &
consulting

Years

Client

Dec 2023 to Jan 2025

DMK (Deutschmitkobe) · EdTech, AI-powered language platform

2022 to 2023

Hecigo · FinTech, B2B

2022 to present

Brand & e-commerce engagements

Core capabilities

Product & UX Strategy

O-to-1 product strategy, complex domain UX (PropTech, FinTech, e-commerce), information architecture, multi-surface user journeys, data-driven research.

AI & Emerging Tech

Agentic and copilot UX, generative AI workflows, human-in-the-loop interaction patterns, spatial and conversational AI, predictive matching UX.

Business & Technical Fluency

Business analysis (UML and requirements), enterprise logic (ERP, CRM, OMS), front-end alignment (React, HTML, CSS), process digitization.

Design Systems & Architecture

Design system architecture, token-based hierarchy, white-label and multi-tenant systems, headless component libraries, cross-platform consistency.

Craft Leadership & Operations

DesignOps and handoff governance, design practice ownership, craft mentorship and onboarding, stakeholder alignment, Agile and Scrum.

Tools

Figma · FigJam · Stitch · Perplexity · Gemini · ChatGPT · Claude · GA · Hotjar · CrazyEgg · SimilarWeb

Education

B.Eng., Computer Science, Natural Language Processing specialization. University of Information Technology (UIT), Vietnam National University, Ho Chi Minh City.

Beyond work

Executive Committee, Youth Union, Computer Science Faculty, UIT VNU-HCM (2016 to 2020). Organized cross-university events and music programming.

Full version

This is the short version. The full CV covers every role in detail and lists three references. It isn't public for everyone, so [email me](#) and I'll be happy to send it.