

Hang Le

Strategic design leader with 15+ years of experience simplifying complexity, elevating design quality, and driving business impact.

hang.design • hang@hang.design • linkedin.com/in/hangdesign

EXPERIENCE

Head of Design, Eppo

B2B, Data, Developer Tools • 2023 - present

- **Grow ARR 2-3x YOY** with design-led innovation
- Transform design quality leading to **4.8/5* G2 rating** with Ease of Use as the top differentiator
- **Drive executive decisions** by proactively forming vision, leading strategic projects, and influencing cross-functional leadership and board

Director, Product Design, Dropbox

B2B, Document Workflow, Legal • 2019 - 2023

Led 20 Product Designers and Managers of 3 acquired startups: HelloSign, DocSend, and FormSwift

- **NPS +18pts** with UX as the highest motivator
- **2.5X** first-time user conversion with a simplified, guided, approachable activation experience
- **Led the Sign + Dropbox integration and vision**, resulting in a cohesive experience, alignment, and FormSwift acquisition
- **3X team** from 5 to 15+ in 2 years with 50%+ diverse backgrounds and no regrettable attrition

Head of Design & Research, Earnin

B2C, Fintech, Mobile • 2018 - 2019

Led 18 Product, Brand Designers, Researchers, and Writers

- Launched **2 new products**: Cash Back & HealthAid
- **Elevate design quality** by bringing branded moments into product, effective critiques, and enhancing design systems

Speaker, Coach, Writer

Community building • 2018 - present

- Built a course and taught 100+ junior Designers
- Spoke at industry events: MIT Code, Fintech Summit
- Wrote for company blogs

SKILLS

DESIGN LEADERSHIP

Company vision
Design strategy
Customer-centricity
Cross-functional collaboration
Effective systems & processes

PEOPLE MANAGEMENT

Attract & Retain diverse talent
Build collaborative culture
Career Frameworks

DESIGN PROCESS

Critique & Reviews
Design Thinking
Design Systems
Design Principles

EDUCATION

Master of Human-Computer Interaction

Carnegie Mellon University

Bachelor in Multimedia Design

Royal Melbourne
Institute of Technology