

# Van Ngo

Lead UI/UX & Product Designer

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[vanngo.net](http://vanngo.net)

UI/UX and Product Designer with 10+ years of experience across editorial publishing, real estate development, and healthcare. Currently lead designer at a health-insurance SaaS startup full-time, while co-founding a software startup on the side. Known for bringing print-trained visual precision into digital product work, integrating AI throughout the design process, and delivering end-to-end from research to working prototype.

## Professional Experience

### 834 LABS

Richardson, TX  
Oct 2024 – Present

#### Lead UI/UX Designer (Full-time)

- Lead UI/UX designer on a health insurance SaaS platform serving 10,000+ users across 5 distinct user roles — owning end-to-end design from research and journey mapping through high-fidelity UI and developer handoff
- Designed 5 products total, including a CRM application and full website rework
- Built the company's first design system from scratch — a comprehensive component library used across all 5 products
- Defined all user roles, permissions, and critical flows across the platform; created logos and brand identities for multiple internal applications
- Co-developed and deployed a production form currently in active company-wide use
- Integrated AI tools throughout the design process — research synthesis, rapid prototyping, and POC generation — accelerating delivery without sacrificing quality

### InnoGEV

Dallas, TX  
Dec 2025 – Present

#### Lead UI/UX Designer (Freelance)

- Co-founded a software startup and led all design and branding — including company identity, website, and product design across 2 client applications
- Designed end-to-end UX for a barber CRM and payment platform — conducting industry research, defining user flows for 3+ user types, and building a full UI from wireframes to high-fidelity prototype
- Designed a live auction scraper application for a client, replacing manual video monitoring with a real-time data interface — reducing employee effort and error rate significantly
- Integrated AI throughout both products — using it for user research, industry analysis, rapid prototyping, and solo-developing a functional local demo with live data tables presented directly to the client
- Delivered full-stack design-to-demo independently, from concept through working prototype

### Servitas

Dallas, TX  
Oct 2022 – Oct 2024

#### Graphic Designer

- Operated as sole in-house designer for a real estate development firm specializing in workforce and student housing
- Designed and produced all RFP and RFQ bid packages — branded booklets, presentations, and print/digital collateral for competitive bids
- Rebranded the company's entire bid presentation suite, contributing to a 75% bid win rate on competitive proposals
- Managed full production workflow independently from concept through print-ready file delivery

### Living Magazine

Rockwall, TX  
Nov 2014 – Oct 2021

#### Junior Designer » Senior Designer

- Produced magazine layouts, feature spreads, and print-ready files for a regional editorial publication over 6 years
- Developed deep expertise in typography, layout systems, color theory, and print production standards
- Built a visual precision and consistency discipline — now foundational to every UI system and design component I create

## Technical Skills

### Design & Research

- Human-Centered Design
- Atomic Design Systems
- Rapid Prototyping
- Wireframing
- User Interviews
- Usability Testing
- Heuristic Evaluation

### Tools

- Figma (Expert)
- Photoshop
- Illustrator
- InDesign
- XD
- Framer
- Jira

### Collaboration

- Agile / Scrum
- Cross-Functional Leadership
- Product Strategy
- Engineering Partnership
- Stakeholder Management

### Development

- HTML / CSS
- Responsive Design
- Vibe Coding
- AI-To-Production Builds

### Languages

- English
- Vietnamese

## Education

### The Art Institute of Dallas

Bachelor of Fine Arts  
in Graphic Design

2014

### Springboard Bootcamp

UI/UX Design Certification —  
700+ Hours • Including live client  
project with Agora Tutoring

2024