

CUONG HUY PHAN

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PROFESSIONAL SUMMARY

Senior UX Designer with 9+ years of enterprise and product design experience transitioning into design leadership. Proven track record of directing designers, establishing design standards, and driving AI-assisted product experiences in complex enterprise environments. Passionate about building high-performing design teams and shaping the UX community in Vietnam.

WORK EXPERIENCE

SAP

Senior UX Design Specialist

Sep 2024 – Present

- Led conceptual UX design for two flagship agentic AI experiences unveiled at Sapphire 2026, reimagining multi-screen enterprise transaction workflows as unified, agent-driven interactions — delivered under an aggressive release timeline.
- Directed a design team by establishing reusable design patterns, instructing on Figma Make workflows, and setting the agreed UX direction through a well-received design proposal.
- Defined an AI experience evaluation framework grounded in HCI methods, establishing tailored design principles and heuristics for agentic transaction documents.
- Contributed to UX standards and governance frameworks for the Configuration and Settings experience, aligning cross-functional teams on design conventions and principles.
- Led end-to-end product design for NextGen Trading Partner Directory and Account Management, driving UX strategy for SAP Business Network's core functionality.
- Participated in Design Manager job shadowing program to build leadership readiness.

Katalon

Senior Product Designer

Sep 2022 – Jun 2024 | Remote, Germany

- Led product design for Katalon Administration System and E-commerce, redesigning User Onboarding and License Management experiences.
- Collaborated with Product Managers on user research and usability testing to inform design decisions.

Lead Product Designer

May 2021 – Sep 2022 | Ho Chi Minh City

- Built the foundation of Katalon's internal design system, aligning with Engineering Leads to establish the first design system infrastructure adopted across product teams.
- Led multiple UX research initiatives across product squads to uncover user needs and inform design direction.
- Partnered with VP of Product and Engineering Leads in roadmap prioritization and design initiative planning.
- Participated in full-cycle hiring: defining goals, screening portfolios, interviewing candidates, and onboarding new designers.
- Mentored multiple designers from junior to senior level in interaction design and design systems.

SalesHood

Product Designer

Jan 2018 – Mar 2021 | Ho Chi Minh City

- Created a design system from scratch, establishing a new design language for the product.
- Collaborated with cross-functional teams in an Agile environment to deliver product features.

Zigvy

UI/UX Designer

Jun 2016 – Dec 2017 | Ho Chi Minh City

- Designed across multiple domains including social, F&B and healthcare services.
- Redesigned the company website from scratch, enhancing user experience and engagement.

EDUCATION

MFA in Design, Media and Art

Bauhaus University Weimar • Weimar, Germany

- Grade: 1.6 (German scale)
- Focus: HCI & Interface Design

BA in Graphic Design

University of Architecture of Ho Chi Minh City • Ho Chi Minh City, Vietnam

SKILLS

Design: UX Strategy, Design Systems, DesignOps, Interaction Design, Wireframing, Prototyping, Usability Testing, Heuristic Evaluation, Accessibility

AI & Emerging: Agentic Experience Design, AI Experience Evaluation, Human-in-the-Loop Design, Figma Make, Claude Code

Leadership: Team Leadership, Mentoring & Coaching, Hiring & Onboarding, Design Governance, Roadmap Prioritization

Tools: Figma, Adobe Creative Suite, Miro, FigJam, Notion, Jira, Confluence, ChatGPT

Languages: English (C1), German (A2)

BAUHAUS-UNIVERSITÄT WEIMAR

MASTERZEUGNIS/MASTER'S TESTIMONY

Herrn/Frau Mr./Ms.	Huy Cuong Phan	Matrikelnummer Registration number	124851
Geburtsort Place of birth	Viet Nam	Geburtsdatum Date of birth	06. Mai 1997
Fakultät Faculty	Kunst und Gestaltung / Art and Design		
Studiengang Course of study	Medienkunst/Mediengestaltung/Media Art and Design		

STUDIEN- UND PRÜFUNGSERGEBNISSE / STUDY AND EXAMINATION RESULTS

Prädikate Grade:	Projektmodule / Project Module	Note Grade	LP Credits
Ausgezeichnet Outstanding	Ontologies for Spatial Interactions	1,0	18
Sehr gut (1) Very good	Syntax Error	1,3	18
Gut (2) Good	Masterprojekt / Master Project Module	Note Grade	LP Credits
Befriedigend (3) Satisfactory	Auf dem Weg zum immersiven Gesamtkunstwerk, Teil 1	2,3	18
Ausreichend (4) Pass	Fachmodule / Subject Module	Note Grade	LP Credits
	Headbutting the Metaverse	1,5	6
	Immersive Essays	1,0	6
	Fachmodul (Master) / Subject Module (Master)	Note Grade	LP Credits
	Generativ, Reaktiv, Interaktiv - Einführung in TouchDesigner	1,6	6
	Physical Computing: Designing Bright Ideas	2,0	6
	Wissenschaftsmodule / Graduate Seminar Module	Note Grade	LP Credits
	HCI	2,4	6
	Programming for Designers and Artists	2,3	6
	Masterkolloquium / Master Colloquium	Note Grade	LP Credits
	Masterkolloquium	1,6	6
	Mastermodul / Master Module	Note Grade	LP Credits
	bestehend aus: Masterarbeit, Mündliche Prüfung und Dokumentation	1,6	24
Thema der Masterarbeit Topic of the Master's Thesis	Design of the User Experience and User Interface for creating and organizing manual test cases of a Test Management Software		
Prüfer Examiner	Prof. Martin Hesselmeier	Beisitzer Advisor	Prof. Dr. Jan Sebastian Willmann
Gesamtpredikat Total Grade	gut / good (Ø 1,6)	ECTS (European Credit Transfer System)	120
Der Dekan Dean	Prof. Andreas Mühlenberend	Vorsitzende/Vorsitzender des Prüfungsausschusses Chairman/Chairwoman of the Examination	Prof. Maximilian Marcoll

Weimar, den
Weimar, the

06. August 2024

Master of Fine Arts

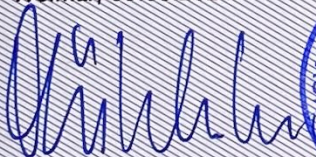
Huy Cuong Phan

Master- urkunde

Die Fakultät Kunst und Gestaltung der Bauhaus-Universität Weimar verleiht Huy Cuong Phan, geboren am 06. Mai 1997 in Viet Nam, nach bestandener Masterprüfung im Studiengang Medienkunst/Mediengestaltung den akademischen Grad Master of Fine Arts (M.F.A.).

The Faculty of Art and Design at the Bauhaus-Universität Weimar awards that, Huy Cuong Phan, born on 06 May 1997 in Viet Nam, has successfully completed the Media Art and Design course of studies and has earned the academic degree of Master of Fine Arts (M.F.A.)

Weimar, 06.08.2024



Prof. Andreas Mühlenberend
Dekanin/Dekan
Dean



Prof. Maximilian Marcoll
Vorsitzende/Vorsitzender des Prüfungsausschusses
Chairman/Chairwoman of the Examination Committee

Bauhaus-Universität Weimar



5 Courses

Inspiring and Motivating
Individuals

Managing Talent

Influencing People

Leading Teams

Leading People and Teams
Capstone



Apr 27, 2026

Cuong Huy Phan

has successfully completed the online Specialization

Leading People and Teams

In this specialization, you will learn essential leadership skills, including how to inspire and motivate individuals, manage talent, influence without authority, and lead teams. In this specialization, you will not only learn from Michigan faculty. You will also learn directly from exceptional leaders including Jeff Brodsky, Global Head of HR for Morgan Stanley, and John Beilein, Head Coach of the University of Michigan Men's Basketball Team. We will share with you our research on how to lead people and teams effectively, and work with you to apply these insights to your own teams and leadership. In every course, you will have an opportunity to apply new leadership skills by working through a series of practical leadership assignments.

Scott DeRue, Ph.D.,
Maxim Sytch, Ph.D.,
Cheri Alexander

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