

CUONG HUY PHAN

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PROFESSIONAL SUMMARY

Bauhaus University Weimar graduate, EU Blue Card eligible, and Senior UX Designer with 9+ years in enterprise B2B product design. Specializing in AI-driven and agentic UX, design systems, and design leadership – most recently shaping product experiences at SAP for Suppliers and Buyers customers. Built and mentored cross-functional design teams, established governance frameworks, and driven UX strategy from research to delivery. Open to UX and product design roles in Germany.

EDUCATION

Bauhaus University Weimar

MFA in Design, Media and Art • Weimar, Germany

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

University of Architecture of Ho Chi Minh City

BA in Graphic Design • Ho Chi Minh City, Vietnam

WORK EXPERIENCE

SAP

Senior UX Design Specialist

Sep 2024 – Present

- Led and designed agentic experiences for transactional-document agents shown at Sapphire 2026, and established the interaction standard that set the bar for the whole transactional agent family.
- Established an AI experience evaluation framework grounded in HCI methods, synthesizing industry and SAP design principles into a derived heuristic set, and rolled it out across the team as a shared standard for evaluating agent experiences and tracking design-iteration progress.
- 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 including Managing Company Accounts, Subscription, 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.

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)