
Hang Le

Design leader with 15+ years in B2B and B2C domains.

I make sense of chaos, build cross-functional alignment, and lead teams with empathy.

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EXPERIENCE

Director, Product Design

Document Workflow @ Dropbox • 2019 - 2023

Led team of 18 Product Designers and Managers working on Sign, DocSend, and FormSwift

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

Head of Design & Research

Earnin • 2018 - 2019

Led team of 15 Product Designers, Researchers, and Brand Designers

- Launched 2 new products: Cash Back & HealthAid
- 3X team to 15+ members within 2 years
- Improved design process & quality

Speaker, Coach, Writer

Community building • 2018 - present

- Built a course and taught 100+ junior Designers
- Spoke at Fintech design summit 2019 NYC
- Wrote for Dropbox.design blog

EDUCATION

Master of Human-Computer Interaction

Carnegie Mellon University • 2011 - 2012

Bachelor in Multimedia Design

Royal Melbourne Institute of Technology • 2006 - 2010

SKILLS

DESIGN LEADERSHIP

Product vision
Customer centricity
Design strategy
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

DOMAIN KNOWLEDGE

eSignature
Financial Technology
Marketing Technology
Data Analytics
ERP
Logistics