

# Richard Ton Giang

richardtongiang.com

Senior Product Designer who drives business outcomes through technical execution and rapid iteration

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## EXPERIENCE

### RISR — Founding Designer

*November 2023 – Present · B2B Fintech · 0 → \$1M ARR*

Launched RISR V1 in ~4 months, unlocking the first sale and propelling the company toward ~\$1M ARR in 18 months.

- Delivered production-ready UI using React and Tailwind, ensuring pixel-accurate implementation.
- Redesigned RISR from a linear report into a modular insight system across four core offerings, increasing advisor engagement and unlocking enterprise readiness with large institutions.
- Designed around complex, multi-source data (AI tax docs, accounting sync, AI-driven insights) to translate technical capabilities into clear, intuitive advisor workflows.
- Built the design system (tokens, components, patterns) that accelerated engineering velocity and improved multi-surface consistency.
- Designed a dynamic client profile and real-time insight dashboards that deepen advisor–business owner conversations and drive repeat usage.
- Collaborated with the Founder, CPO, and CTO to shape roadmap priorities, workflow logic, and

### RetireFlo — Founding Designer

*December 2022 – July 2024 · B2B Insurance SaaS · 0 → \$1.8M ARR*

Designed core workflows that enabled RetireFlo to scale from 0 → \$1.8M ARR with 6,000+ advisors.

- Architected compliant eligibility + quote-building systems for Medicare, ACA, and Life that enabled multi-line expansion.
- Built the survey marketplace and checkout flow, increasing revenue 25–30%.
- Designed the enterprise integration UX that scaled active users 8x (500 → 4,000 agents)
- Created RetireFlo's design system (components, states, patterns) to support rapid product growth.
- Partnered with Founder + CTO on scalable workflow architecture and reusable system foundations.

### Relay Product Collective — Co-Founder & Lead Product Designer

*May 2022 – July 2024 · Product Studio · \$3M+ Revenue*

Co-founded a product studio that shipped 6 zero-to-one SaaS products. Served as the design arm for early-stage founders across fintech, insurance, and B2B tooling including RISR and RetireFlo.

- Led design for RISR and RetireFlo from inception to \$1m+ ARR.
- Built reusable component systems, IA frameworks, and patterns enabling faster iteration.
- Partnered with founders to define product strategy, positioning, and GTM-aligned UX.

## ADDITIONAL WORK

### Freelance — Web Designer

Design and build brand-forward marketing sites and product surfaces using Framer, React, and custom motion systems.

### Sage — Mobile Designer

Designed mobile flows + AI-driven routines for users of Sage, an app focused on supporting holistic wellness in university students.

## SKILLS & TOOLS

End-to-end product design • React/TypeScript/Next.js • Design systems • Rapid prototyping • IA & workflow design • Figma/Framer • Motion design • Tailwind • Cursor/Claude

## EDUCATION

### Ohio State University

B.A., Human–Computer Interaction; Summa Cum Laude