

INTRODUCTION

A goal-driven UI/UX designer with comprehensive background in Interactive and Graphic design, I aspire to make impact by translating product functions and values into visually appealing and user-focused interfaces, while maintaining a systemic and user-centered focus in developing digital solutions.

SKILLS

- **UX research & Presentation:**
 - Proficient - Frameworks: User survey, User interview, Usability testing, Journey mapping, Design system development & maintenance
 - Proficient - Programs: Miro, FigJam, slideware
- **UI design & Prototyping:**
 - Proficient: Figma, Adobe XD
 - Knowledge: Framer, Webflow, HTML/CSS, Python
- **Graphic design & Illustration:**
 - Proficient: Adobe Illustrator, Adobe InDesign
 - Basic: Adobe Photoshop, Krita
- **3D & Motion:**
 - Basic: Adobe Premiere Pro, Adobe After Effects, Spline, Blender
 - Knowledge: Zbrush
- **Languages:** Vietnamese, English (IELTS 8.0)

WORK EXPERIENCE

UI/UX DESIGNER, VNPT TECHNOLOGY, HANOI OFFICE

02/2024 – PRESENT

Designed for **02 B2B projects** for telecommunications & SME sectors: customer relations management application & digital transformation platform website, aligning with business functions & values. Enhanced overall structure and organization of asset library, shipping **50+ Figma overhaul updates to Design System**. Standardized improved components into guidance documentation for unified use across 02 teams of **20 people and 03 high-impact projects**.

UX/UI DESIGN INTERN, MARATHON EDUCATION

03/2022 – 05/2022

Facilitated the development of company's **revamped v2.0 B2C website** (PC & mobile responsive) via mid- & high-fidelity prototypes, integrating Lead Designer's directions and existing company design guidelines. Deployed **03 live landing pages** for class introduction & registration using Ladipage, including PC and mobile responsive versions.

UX/UI DESIGN INTERN, BOND VIETNAM

SUMMER 2021

Output high-fidelity prototypes of **05 digital B2C products** (website, mobile app) for clients from various sectors (telecommunications, education, mobile game, finance etc.). Complemented in unifying Design System usage across telecommunications application. Conducted research for ideation of content, imagery & information structure, then realized as wireframes and prototypes for resulting product.

DESIGN INTERN (PART-TIME), 5S CONSULTING & MEDIA

10/2020 – 04/2021

Delivered print and digital design products: photobook layout, illustrations, social posts, mascot design, key visuals etc. aligning with demands from **09 clients**, Lead Designer, and other departments.
Notable clients: Ogari, 175 Military Hospital, Vang Dalat, AEON Mall Hai Phong Le Chan...
Handled company's owned media visuals (on Facebook & website), at 1-2 posts/week.

DIGITAL MEDIA & CONTENT DESIGNER, GRAPEVINE NETWORKING

SPRING 2020

Grapevine Networking is a Canadian student-run, non-profit networking organization connecting high-school and university students with working professionals.
Completed organization's branding with website illustrations, icons, and social media visuals.

UX/UI DESIGN INTERN, EMOTIV TECHNOLOGY VIETNAM

SUMMER 2019

Delivered research, wireframes, high-fidelity mockups and interactive prototypes for web application, including mascot character, icons and other assets.
Adapted to effective working communications with a multi-national, cross-location team.

EDUCATION

RMIT UNIVERSITY VIETNAM, HO CHI MINH CITY, VIETNAM

10/2021 – 06/2024

BACHELOR OF DESIGN STUDIES

- **GPA 3.2/4, Graduating with Distinction.** Specializations: Interactive Design & Graphic Design.

UNIVERSITY OF WATERLOO, ONTARIO, CANADA

09/2018 – TRANSFERRED 04/2020

BACHELOR OF GLOBAL BUSINESS AND DIGITAL ARTS

- **GPA 3.27/4, completed 1st & 2nd years.** Relevant courses: Introduction to User Experience Design, Digital Imaging for Online Applications, Designing Functional Programs.
- **President's Scholarship** (2018)

ACHIEVEMENTS

RMIT IMPACT SHOWCASE FEATURE, PERSONAL FINANCE MOBILE APP "FINPOCKET"

05/2024

- Graduation project on mobile app concept of FinPocket, a personal finance tool for Vietnamese young people. Selected as a featured exhibition on RMIT Impact Showcase from 05 – 11/2024.

"THE FUTURE OF ATM'S" CHALLENGE WINNER, STARTERHACKS 2020, CANADA

01/2020

- 1st place out of 10 teams competing in the Royal Bank of Canada's "The Future of ATM's" Challenge. Collaborated with a team of five to formulate a fintech web application within 24 hours. In charge of the product's branding.