

# Trương Diệu Linh (Leona)

## Business Analyst

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📍 Ho Chi Minh, Vietnam



## ABOUT ME

As a Software Engineering graduate deeply passionate about technology, I have undertaken numerous internal and external projects, thus building a strong skill set. I excel at observing and effectively communicating with team members and, importantly, clients. In my dedication to continuous improvement, I am committed to delivering products that truly satisfy end-users.

## WORKING EXPERIENCES

### » PortCities Vietnam - The best Odoo partner in APAC

*Nov 2023 - present*

- **Overview:** PortCities is a leading Odoo implementation partner across the world.
- **Roles:** Business Analyst, ERP Functional Consultant
- **Responsibilities:**
  - Collaborated alongside salesteam to develop proposals & demonstrations for potential clients.
  - Provided customers strategic advice & suggestions on how to best utilize ERP features to streamline business operations from a business & technical perspective.
  - Assisted with setup, data migration, testing & aligning systems with business processes.
  - Documented business processes, functional design to share with development team.
  - Ensured the project's quality & supplied training materials, such as user manuals, testing procedures, & live demonstrations as needed.

★ **Certificate:** Odoo 17 Certification - Mar 2024.

### » Novobi Vietnam - Odoo Gold Partner in the U.S

*Sep 2021 - Sep 2023*

- **Overview:** Novobi Company specializes in ERP & is an Odoo Gold Partner.
- **Roles:** BA/QA, PM Assistance.
- **Responsibilities:**
  - Engaged directly with clients to collect their needs, concerns, & feedback, then monitored the development cycle on the Kanban board to make sure everything went according to plan.
  - Worked closely & shared accountability with Scrum members to help refine Backlog & estimate Initiatives, Stories, & Features.
  - Investigated solutions from various ERP systems in order to examine & develop a feasible function for problem-solving.
  - Contributed to the conversion of business needs into functional designs with system diagrams, workflows, & prototypes.
  - Managed multi ERP Projects.
  - Applied a variety of testing methods to identify risks & corner cases to control quality.

★ **Certificate:** Odoo 16 Certification - April 2023.

### Product: Gondola Studio - Extension on VS Code

- **General business:** integrated test automation framework for your modern applications running on Android & iOS, mobile browsers, & desktop browsers.
  - **Roles:** Software Developer In Test (Intern).
  - **Responsibilities:**
    - Designed & implemented test cases using TypeScript on many operating platforms, including Windows, Linux, Android, macOS, & iPadOS. (Gondola Studio).
    - Researched and used Docker to setup environment testing.
    - Documented formal documentation with additional features for "Gondola Studio" using Vue.js
- ★ **Certificate:** Scrum Foundation Professional Certificate (CertiProf) - 2021.

## PROJECTS

*The list focuses on 6 key projects, not including digital transformation strategy consulting & system solutions.*

### » Project Origin (Australia)

Jun 2024 - Present

**Fields:** Coffee bean import & distribution.

**Modules (v.17):** Sales, Purchase, MRP, Inventory, Accounting.

**Responsibilities (BA/Consultant):**

- Migrated system & data from v.12 to v.17 (Excel & script).
- Supported data syncing between the Odoo & Xero systems.
- Provided ongoing support, guidelines & troubleshooting assistance to client post-implementation.

### » SaiGon Co.op Investment Development - SCID (Vietnam)

Nov 2023 - Present

**Fields:** Leasing & accounting management of Sense city shopping mall chain.

**Modules (v.16):** Leasing, Accounting (multi mall).

**Responsibilities (BA/Consultant):**

- Worked with API to design functionalities & integrated e-invoice export system (S-invoice) into Odoo to aligns the client's business needs.
- Gathered requirements, documented business process & user guidelines.
- Prepared reports in compliance with Vietnamese Accounting Standard (VAS - circular 200).

### » Avaiga (Singapore) - Phase 1

Nov 2023 - Feb 2024

**Fields:** Specializes in providing software solutions using AI algorithms, visualizing reports...

**Modules (v.17):** CRM, Helpdesk, Sales, Subscription, Accounting, Consolidation Report.

**Responsibilities (BA/Consultant):**

- Initial discovered requirements gathering & system setup to align with business processes.
- Provided training session & friendly guidelines to assist clients in adopting the new system.
- Assisted in developing consolidation reports & financial reports.

### » PhD Fitness LLC (US)

Nov 2022 - Sep 2023

**Fields:** Manufacturer & retailer of supplements, sports nutrition on multiple e-commerce platforms.

**Modules (v.16):** eCommerce (integrate Shopify, Amazon...), US Accounting, MRP, Inventory, Purchase.

**Responsibilities (BA/PM Assistance):**

- Worked directly with client and monitored the development cycle to make sure everything went according to plan.
- Participated in developing multi-channel sales & integration online payment, settlement report,...
- Analyzed & designed purchase request module to enhance the purchasing process.

**Fields:** Learning management system of Dermalogica Cosmetics group.

**Modules (v.16):** eLearning, Website, Report (Dashboard), Invoicing.

**Responsibilities (BA/QC):**

- Designed solution for e-learning module including managing booking/learners & online payment.
- Used ad-hoc testing & data testing to control risks & corner cases.
- Provided testing checklists, user manuals, or training sessions if needed.

**» Odoo Retail Solution (ORS - by Novobi)**

Sep 2021 - Sep 2023

**Fields:** A suite of improvements for Odoo so that it can cover the full workflow of a retailing business on Multi-marketplace (BigCommerce, Shopify, Walmart, ShipStation, Amazon, eBay).

**Responsibilities (BA/QC):**

- Managed & developed migration plan for module.
- Investigated solutions from various ERP-systems to develop a feasible functions.
- Analyzed & designed key enhancements for Sales Process such as: RMA, Order Routing, Pick-Pack-Ship Process, Inventory Allocation, Tax Mapping, Onboarding Guideline...
- Designed friendly user manuals for new users in the Community/Enterprise version.

**ACADEMIC PROFILE****» University of Information Technology, VNU**

2017 - 2021

**Major:** Bachelor of Software Engineering.

**Project** (<https://github.com/liinhleo>)

- *Game Development* (owner - Super Mario Bros 3): Developed some stages from based frameworks.
- *Web App & Mobile Development* (teamwork).
  - Project: Library Management, Overseas Purchasing via P2P Delivery Network, etc.
  - Contributions: Analyzed & specified requirements, then designed features & prototyped.

**Thesis:** Built dataset & studied several Deep Learning Models for Page Object Detection (CV).

**★ Publications**

- Truong Dieu, L., Nguyen, T. T., Vo, N. D., Nguyen, T. V., & Nguyen, K. (2021, January). Parsing Digitized Vietnamese Paper Documents. In International Conference on Computer Analysis of Images and Patterns.

**★ Awards & Honors**

- Certificate of Merit for the President of VNU-HCM - 2021.
- Academic Scholarship of the University of Information Technology for "Science and Technology Research for Students 2021".
- A paper accepted in "The 19th International Conference on Computer Analysis of Images and Patterns" - CAIP2021 (rank B) - 2021.
- Academic Scholarships of the UIT for good students.
- Awards "Student with five good merits" in 2019.

**SKILL HIGHLIGHTS**

- BA Skills: Communication, Presentation, Diagram, Prototyping, FRD, BRD.
- Data: SQL, PostgreSQL, Excel.
- Technical Skills: C++, C#, Python 3, HTML, CSS, Bash, Postman.
- Toolchain: Project Management (Jira, TFS, Wiki), Code Management (Github, Gitlab), MS office.