VIET DO SY

SOFTWARE ENGINEER

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UX Designer with a focus on delivering impactful results, eager to tackle dynamic challenges and apply creativity to craft intuitive user experiences. I have demonstrated proficiency in project management, user-centric problem-solving, and seamless collaboration across teams.

AREA OF EXPERTISE

Prototyping Tools	Interaction Design	Accessibility
User Research	Visual Design	Responsive Design

KEY ACHIEVEMENTS

- **Market Expansion**. Identified untapped markets and launched a system to harness the line market, resulting in a revenue increase of $1.2 Million for Morcelle in 6 months.
- **Revenue Growth**. Successful Implementation of a new pricing strategy at XarrowAI increasing deal size by 15% and market cap by $500,000.

PROFESSIONAL EXPERIENCE

Instant Chartz App, Morcelle Program   **Jan 2023 - Present**
- Led development of an advanced automation system, achieving a 15% increase in operational efficiency.
- Streamlined manufacturing processes, reducing production costs by 10%.
- Implemented preventive maintenance strategies, resulting in a 20% decrease in equipment downtime.

System UX Engineer, XarrowAI Industries   **Feb 2021 - Dec 2022**
- Designed and optimised a robotic control system, realizing a 12% performance improvement.
- Coordinated testing and validation, ensuring compliance with industry standards.
- Provided technical expertise, contributing to a 15% reduction in system failures.

EDUCATION

UX Industrial Basics and General Application   **Aug 2016 - Oct 2019**
University of Engineering UX Cohort
- Major in Automotive Technology.
- Thesis on "Technological Advancements within the current Mechatronics Industry".

Bachelor of Design in Process Engineering   **May 2014 - May 2016**
Engineering University
- Relevant coursework in Structural Design and Project Management.

ADDITIONAL INFORMATION

- **Languages:** English, Vietnamese.
- **Certifications:**
- **Awards/Activities:**