Khoa Nguyen - Senior Data Engineer

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Senior Data Engineer and former Technical Lead with 10+ years of experience building and owning end-to-end data platforms from zero to business-critical scale. Proven track record delivering self-service analytics (80% adoption), powering low-latency customer-facing analytics (20% of product features), and driving 30%+ marketing impact through trusted metrics and scalable data architecture.

Regularly write technical articles on Medium, sharing guides on software engineering, data-related topics, and personal experiences from real-world projects.

CORE SKILLS

Data Engineering & Architecture

- ETL / ELT pipeline design (Python-based)
- Event-based & behavioral data modeling
- Streaming + batch hybrid architectures
- Data quality, validation, and monitoring

Analytics Engineering

- Dimensional modeling (fact & dimension tables)
- Metric definition & semantic layer
- dbt-based analytics engineering
- Self-service BI enablement

Data Platforms & Warehousing

- Amazon Redshift, ClickHouse
- PostgreSQL, MySQL
- Performance tuning & query optimization
- Storage, partitioning, retention strategies

Processing & Compute

- Apache Spark
- AWS Glue, Athena
- High-volume batch & near real-time processing
- Low-latency analytics pipelines

Technical Leadership

- End-to-end platform ownership
- Architecture & technical decision-making
- Mentoring engineers & analysts
- Cross-functional collaboration (Product, Marketing, Finance)

PROFESSIONAL & ENGLISH SKILLS

- Fluent English; extensive experience in international working environments
- Team leadership, mentoring, and technical alignment
- Effective collaboration in multicultural and distributed teams
- Strong stakeholder communication and technical facilitation

PROFESSIONAL EXPERIENCES

Senior Data Engineer, Flodesk

Mar 2020 — Dec 2025

Flodesk is a design-focused email marketing platform enabling small businesses to grow through **email-driven marketing** .

- Acted as the technical lead and owner of the analytics and data platform, driving architectural decisions, technical roadmap, and cross-team alignment.
- Designed and owned the **company-wide data platform**, establishing a single source of truth for product, marketing, finance, and leadership.
- Built and maintained **scalable data pipelines** processing **100B+ email and user events**, ensuring **reliability** and **data consistency at scale**.

- Implemented analytics engineering workflows (dbt-based) supporting standardized metrics and trusted reporting across teams.
- Enabled **self-service analytics** for internal teams, with **~80% of frequent users** independently building and maintaining their own reports.
- Powered **~20% of customer-facing analytics features** using low-latency, high-availability data systems.
- Improved **marketing effectiveness by 30%+** through unified reporting, accurate attribution, and actionable insights.
- Optimized data platform costs via query tuning, partitioning, retention policies, and workload isolation.
- Collaborated closely with Product, Marketing, and Finance to translate business needs into scalable data solutions.
- Led data team including onboarding and mentoring of data engineers and analysts, establishing team standards for data modeling, pipelines, and analytics engineering.

Technical Lead / Software Designer, Kamora Limited Company

Feb 2019 — Feb 2020

- Acted as Technical Lead & key contributor in delivering end-to-end product features across backend, frontend, and mobile platforms.
- Led system design and architecture decisions for multiple startup products targeting European markets, ensuring scalability and production readiness.
- Took ownership of core modules, mentored team members, and drove technical alignment in fast-paced, early-stage environments.
- Ensured stable releases and rapid iteration cycles, balancing speed and quality for client-facing European projects.

Technical Lead / Software Designer, Sioux High Tech Software

Aug 2013 — Jan 2019

- Served as Technical Lead / key member in the design and delivery of large-scale, mission-critical systems for European enterprise and government clients.
- Led end-to-end system design, from requirements analysis to architecture definition and production deployment.
- Worked directly with European customers on technical requirements, architectural trade-offs, and long-term system evolution.
- Played a central role in delivering systems with high reliability, safety, and compliance standards.
- Collaborated and led within multinational engineering teams, maintaining high technical quality and best practices across distributed teams.

HIGHLIGHTED PROJECTS

Company-wide Data Platform & Single Source of Truth, United States

- Unified product, marketing, and finance data into a trusted analytics foundation.
- Enabled consistent metrics, faster decision-making, and self-service analytics for ~80% of users.

High-volume Event Analytics for Email Marketing, United States

- Built scalable pipelines processing **100B+ of events** , supporting near real-time and batch analytics.
- Powered ~50% of customer-facing analytics features with high reliability and low latency.

Self-service Analytics Enablement, United States

- Designed analytics models and BI workflows enabling teams to independently answer business questions.
- Reduced ad-hoc data requests and improved overall data literacy across the organization.

Smart Car, The Netherlands

- Contributed to a government-backed project in the Netherlands aimed at reducing traffic congestion on highway A58.
- Built a system to collect real-time vehicle telemetry data via USB, enabling continuous ingestion of in-car driving data.
- Processed and analyzed real-time vehicle data to identify driving patterns and traffic conditions.
- Delivered driver-facing instructions and speed recommendations on mobile devices to help improve traffic flow and reduce congestion.

ACHIEVEMENTS

- Microsoft Certified Xamarin Developer
- Speaker at Vietnam Mobile Day

EDUCATION

Bachelor of Information Technology (Excellent)

Da Nang University of Technology, 2008 — 2013

Additional Information

Hobbies: Football, Writing technical articles