

CHAU NGOC BUU DANG

Ho Chi Minh City, Vietnam

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PROFILE

Product Owner with hands-on experience building and operating digital platforms serving both end users and large internal teams. Strong in requirement discovery, workflow design, and backlog prioritization, with a focus on system-driven products where stability, clarity, and operational readiness matter. Experienced in collaborating closely with engineering, operations, and business stakeholders to deliver scalable solutions in high-demand and regulated environments.

EXPERIENCE

Cake by VPBank

Feb 2025 – Present

Associate Tech Product Manager – CTicket Platform

- Product Owner for CTicket, a large-scale digital ticketing platform; managed product backlog across 96 events with 52 partners, supporting 93,904+ tickets issued (235% of target) and 50,000+ successful orders
- Owned product backlog and requirement definition for core system modules; translated business and operational needs into clear user stories and acceptance criteria
- Led requirement clarification for promotions (voucher campaigns, BIN-based rules, usage limitations), ticket transfer, fee logic, and partner integrations
- Worked closely with engineering teams to break down complex workflows, define edge cases, and align solutions with system constraints during peak traffic handling 20,000+ concurrent users
- Balanced trade-offs between delivery speed, system stability, and operational readiness; collaborated with operations and marketing teams (achieving 1.2M+ social media reach) to support UAT readiness, release coordination, and post-launch issue resolution
- Contributed to internal admin and check-in tools, improving process visibility, staff coordination, and onsite execution efficiency for event operations

Cake by VPBank

2024

Tech Product Owner Intern – KYC Platform

- Supported product ownership for digital onboarding and KYC flows in a regulated fintech environment; elicited and documented requirements in collaboration with business, compliance, and engineering teams
- Authored and refined 100+ user stories and acceptance criteria; supported backlog grooming and sprint planning
- Delivered an NFC assistance feature to address device compatibility issues, improving onboarding completion rate and data capture success

PROJECTS

Elite Fitness

2023 – Present

Product Owner & UI/UX Designer

- Led product definition for an AI-powered fitness application, balancing research-driven insights, UX design, and technical feasibility
- Translated research outcomes into product features and user flows; iterated based on user feedback and usability testing
- Published on App Store (Elite Fitness FTISU); research published at Future Data & Security Engineering 2024 (Springer LNCS)

EDUCATION

University of Information Technology – VNU-HCM

2021 – 2025

B.Sc. in E-Commerce GPA: 8.83/10

SKILLS

Product & Business Analysis: Requirement elicitation, workflow analysis, user stories, acceptance criteria, UAT readiness

Agile Delivery: Backlog prioritization, sprint planning, iterative delivery, stakeholder alignment

Tools: Jira, Figma, SQL, Git, UML