

# CHAU NGOC BUU DANG



Thu Duc City, HCMC, VN • [work.dangchau2003@gmail.com](mailto:work.dangchau2003@gmail.com) • (+84) 917 192 680 • <https://buudang.id.vn/>

## Career Objective

Tech Product Owner with fintech experience (Ticketing, KYC, Growth). Delivered scalable features — including a 40K-ticket concert sale on CTicket. Eager to drive user-focused, compliant, and growth-oriented digital products.

## Experience

<b>Cake by VPBank – Associate Tech Product Manager</b> <i>CTicket Platform</i>	<b>Feb 2025 – Present</b>
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- Own backlog management and sprint planning across squads.
- Design and ship core features including **vouchers, payments, ticket transfer, and SDK integration**.
- Redesign booking flow UI & homepage to improve user conversion.
- Coordinate with engineering and marketing for cohesive product launches.
- Recently powered **VPBank K-Star Spark in Vietnam (G-Dragon & CL)** ticket sales, distributing **40K+ tickets**, one of Vietnam's largest single-event launches.
- Ensure stable user experience under massive traffic surges and DDoS attacks.

<b>Cake by VPBank - Tech Product Owner Intern</b> <i>KYC Product Division</i>	<b>Jun 2024 – Feb 2025</b>
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- Managed backlog grooming and authored 100+ user stories to improve onboarding & KYC flows.
- Built an **NFC assistance module**, resolving device compatibility issues during ID verification.
- Collaborated with compliance and development teams to deliver regulatory-compliant, user-friendly enhancements.

## Education

<b>UNIVERSITY OF INFORMATION TECHNOLOGY, VNU-HCM</b> B.Sc. in E-Commerce   GPA: 8.76/10   IELTS 6.5	<b>2021 - 2025</b>
<b>NGUYEN THI MINH KHAI HIGH SCHOOL FOR THE GIFTED</b> English Major   GPA: 9.0/10	<b>2018-2021</b>

## Honors and awards

- Winner – Advanced Information Systems Contest (AISC 2023), UIT
- “Thanh niên tiên tiến làm theo lời Bác” (2022–2023)
- “Sinh viên 5 Tốt” – Faculty of Information Systems (2021–2022)
- Top Valedictorian of E-Commerce (2021)

## Skills

- **Product Management:** Agile/Scrum, Roadmap Development, Sprint Planning, User Story Mapping
- **Business & Domain:** Fintech (KYC, Ticketing, Growth), CRM, BPMN, ERP, Digital Marketing
- **Design & Research:** Figma, UX Wireframing, User Research
- **Technical:** UML, ReactJS, Git/GitHub, Python
- **Soft Skills:** Stakeholder Communication, Time Management, Presentation

## Activities

Member of The Associated Organ of Vietnamese Students' Association, Faculty of Information Systems, The University of Information Technology.

8/2021 - 4/2023

The Green Summer Campaign 2021

7/2021

## Projects

### CTicket – Digital Ticketing Platform (Cake by VPBank)

2024 – Present



- Powered one of Vietnam's largest concerts (40K+ tickets, G-Dragon & CL) while ensuring stability under heavy traffic and DDoS attacks.
- Delivered core modules including voucher campaigns, fee collection, ticket transfer, multi-payment flows, and partner SDK.
- Enhanced user journey with booking flow redesign and homepage optimization, boosting conversion.
- Strengthened adoption and monetization by enabling ecosystem integration and smoother transactions.

### Elite Fitness

10/2023 – Present

PO, FE & UI/UX Designer | Team size: 2



- Defined scope for an AI-powered fitness app with motion tracking & BMI prediction.
- Designed and managed UX flow; app launched on the App Store (*Elite Fitness FTISU*).
- Research accepted and published in *Future Data & Security Engineering 2024 (Springer LNCS)* → [Link to paper](#).
- Winner of AISC 2023 competition at UIT.