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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

Cake by VPBank – Associate Tech Product Manager <i>CTicket Platform</i>	Feb 2025 – Present
<ul style="list-style-type: none">– 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.	
Cake by VPBank - Tech Product Owner Intern <i>KYC Product Division</i>	Jun 2024 – Feb 2025
<ul style="list-style-type: none">– 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

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

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.

