PHAM DO TU ANH

📞 [REDACTED]   @ Email: [REDACTED]   🔗 [REDACTED]

📍 HCM

SUMMARY

Obsessed with the product management role which involves more in product strategy/ management, manages multiple perspectives from stakeholders and keeps an eye on the big picture of product development process.

PROFESSIONAL EXPERIENCE

Product Owner
Aeon Vietnam Corp (AEON E-commerce)

📅 2023   📍 HCM

Impacts made
- Take initiatives to help AEON E-commerce adopt a data-as-a-product mindset from traditional retail mindset.

What I'm doing
- Change UX/UI which can help familier with VN's customers shopping behavior based on user research.
- Build AEON Member Point (loyalty program) to convert offline consumers to online channels.

Senior UX Researcher & Product Management
BAEMIN - Woowa Brothers Vietnam

📅 2021 - 2023   📍 HCM

Impacts made
- Contribute to defining user segments in order to give input to new business verticals and define new experiences on BAEMIN app.

What I've done
- Align business strategies and user insights activities across multiple teams (Sales & Marketing; Strategy Office; Operation) throughout the product development process - from ideation to post launch - creating business impact.
- Inform product decision by research practice to uncover user painpoint, in collaboration with UI/UX Designer & Writer, Data Analysts; Software Developers & multiple stakeholders across functions to influence product features
- Conduct experience tests, concept/feature tests, usability tests, exploratory interviews, etc. for the Product team to ensure that all work is high quality & meet business goals of the initiative.
- Support to define & analyze product metrics and customer satisfaction to ensure products contribute to the company's growth.
- Use quantitative data to help sharpen user insights, contributing in driving product and business outcome.

UX Research Analyst
MOMO - Mobile Service Joint Stock Company

📅 2020 - 2021   📍 HCM

Impacts made
- Helped to inform strategies for many successful product concepts by researches: Tui Than Tai; Momo Insurance, etc.

What I did
- Conducted ongoing market research and competitive analysis to possess in-depth knowledge of markets, customers, and products.
- Identified product gaps and generated innovative ideas to expand market share, improve customer experience and drive growth.
- Executed research projects from start to end (planning, fieldwork setup, data collection and analysis, report).
- Built personas, empathy map, customer journey map.
- Researched landscape & benchmarking features.

LICENSES & CERTIFICATE

Professional Scrum Product Owner I (PSPO1) - [REDACTED] **| Issued: Mar 2023**

Professional Scrum Master 1 (PSM1) - [REDACTED] **| Issued: Sep 2023**

IBM Data Analyst Professional Certificate | Issued: Jan 2024

KEY ACHIEVEMENTS

Build & Monitor User/Merchant NPS as UX metrics at BAEMIN

NPS is a half-yearly tracking research project to measure product performance, make product improvements, record new problems & have an overall understanding of feedbacks from users/merchants.

Help to develop the product concept of Tui Than Tai 2021

Conduct the stream of exploratory research (personas, empathy map, customer journey map, value proposition, concept test) to make informed business decisions for Tui Than Tai - MoMo Strategic Source of Fund. This is MoMo's best product of 2021, helping to increase MFU (Monthly Funded Users) by 58% and Payment Penetration Rate by 2 in less than 2 years.

Help to develop the game concept of "Lac Xi" - Top outstanding campaigns on the social network of Tet 2020 & 2021

Lac Xi Campaigns with heavy research involved to create attractive gameplay based on gamification model, epic meaning & user experience - gained 80% of users who have experienced felt satisfied & motivated to try new MoMo's services (Tui Than Tai;...), reached more than 5 million players, 100 million shakes quickly.

JOB SKILLS

Data Analysis (SQL/ Python)	Market Research
Stakeholder Management	Product Analysis
Knowledge of Scrum & Agile	Customer Journeys
User Experience (UX)	Leadership

EDUCATION & VOLUNTEER

E-commerce Major, Bachelor of Management Information Systems - GPA: Very Good | Top 5 excellent students of this major

VIETNAM NATIONAL UNIVERSITY

📅 2015-2019   📍 HCM

Conference Coordinator
UXVN Festival 2022

📅 2022   📍 HCM

PROFESSIONAL REFERENCE

THAI LAM | 📞 [REDACTED]

UX& Product Design Manager at BAEMIN | Founder of UXVN