

# Duong Nguyen

Feb 22<sup>nd</sup>, 1999.  
District 10, Ho Chi Minh City.  
Ton Duc Thang University.

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1+ YOE in Customer Service.  
8+ MOE in Product BA.

## *Skills*

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User Research  
Sketch  
Wireframe  
Leadership  
Presentation

CF-Flowchart  
Use-case  
Userstories  
Database  
Problem Solving

Draw.io  
Figma  
Jira/Trello  
MsOffice  
MsAzure(MsSQL)

## *Primary Experience*

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### **Business Analyst**

Mar, 2023 – May, 2023.

*Communication, Problem-Solving, Documentation*

*VnResource Ho Chi Minh, LMS.*

- Participate in proposing solutions from the Project Leader and write SRS, includes: user-story, cross-functional diagrams by Draw.io, ER diagrams, wireframes by Figma, and create test cases order to build the Forum & Library.
- Write instructional documents for end-users, including students and lecturers, and participate in PVFCOO project, while UAT period.
- Inspection UAT report by Excel Pivot.
- Experience and evaluate the Gamification functionality to create test cases based on user stories and situations.
- Collaborate directly with Project Engineer, Front-end, Back-end, Quality Control with SCRUM.
- Propose and implement ideas for e-documents written in Ruby, including:
  - \* User's Guide documents or Product Features by Markdown, especially using descriptive images in GIF.
  - \* Standardization of UI interface documents in terms of color and size.
  - \* Journey Map, collect by tracking data to improve function features.

### **Product Business Analyst Intern**

06/2021 – 03/2022

*Prototyping, wireframing, UML.*

*Pref: PhD. Phuc H. Duong, NewAI Ho Chi Minh, Ecom.*

- Researching and building an website application, especially e-commerce and related fields.
- Collaborates with teammates to implement the plans outlined in the university projects.
- Improve modeling based on evaluation and market research to enhance the effectiveness of commercial business operations.
- Design Mookup/Prototype and creating the Use-case, Data Flow Diagram for B2B.

## *Other Experience*

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### **Business Management**

May, 2021 – Present

*Leadership, Strategic Planning.*

*HongHanh Wedding Services Cai Lay, Product.*

- The tasks include consulting customers on wedding invitation template, designing products, distributing products to merchant, supporting customers/merchants with any issues that may arise.
- Bussiness modeling to improve cost-effectiveness and profitability per product, cost from 63% reduced to 40-43%.
- Implement business management software to record evaluation data along with Google Analytics to provide a strategic direction for the development of the business.

## Achievements

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- Applying digital marketing a commercial website for **HongHanh Wedding Services** on the [Honghanh.net](http://Honghanh.net) to increase accessibility to the GenZ.
  - Based on Apple Human Interface Guidelines: Color, Typography.
  - Tracking the effectiveness of both direct orders and orders placed through information on Google Business.
- Build and develop a personal Portfolio website [darleigh.com](http://darleigh.com) to introduce briefly completed projects and certificates.
- Build a Blog website [blog.darleigh.com](http://blog.darleigh.com) to document learned knowledge and practical experience from working, using Ruby framework.
- Design Product Prototype, includes: eCommerce Shop Store, SmartHome, Grab on Behance.

## Education

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<b>Ton Duc Thang University, GPA 7.2.</b> <i>Bachelor of Software Engineering in Information Technology.</i>	2017 – Present <i>District 7, Ho Chi Minh city.</i>
<b>Coursera</b> <i>Information Technology.</i>	2022 – Present <i>Coursera.org.</i>
<b>LinkedIn Learning</b> <i>Management Information Systems.</i>	2023 – Present <i>LinkedIn.com.</i>

## Certifications

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<b>Business Process Modeling</b> <i>Swimlane diagram: Features, Pitfalls.</i>	26/04/2023 – 02/05/2023 <i><a href="#">LinkedIn.</a></i>
<b>Business Analysis Foundations</b> <i>Business Analysis, Agile Principles, Backlog Management.</i>	03/01/2023 – 30/01/2023 <i><a href="#">LinkedIn.</a></i>
<b>Agile Requirements Foundations</b> <i>Agile Methodologies, Requirements Analysis.</i>	30/01/2023 – 07/03/2023 <i><a href="#">LinkedIn.</a></i>
<b>Foundations of User Experience (UX) Design</b> <i>User Experience, UX Research, Wireframe, Prototype, User Experience Design.</i>	02/05/2021 – 17/05/2021 <i><a href="#">86.14 points, Google Grow-up.</a></i>
<b>Foundations of Project Management</b> <i>Organizational Culture, Strategic Thinking, Change Management.</i>	20/05/2021 – 17/06/2021 <i><a href="#">93.63 points, Google Grow-up.</a></i>
<b>TOEIC Listening &amp; Reading</b> <i>Communication.</i>	01/12/2022 – 10/12/2022 <i><a href="#">530 points, IIG Ho Chi Minh.</a></i>