Doan Minh Khoi

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PERSONAL SUMMARY

Business Analyst and Product Owner with a track record of delivering innovative solutions for marketing and education centered around gamification. Motivated to join a group of seasoned business analysts and product owner, to anticipate growth and the chance to prove personal abilities.

WORK EXPERIENCE

APPROI - GROWTH MARKETING AGENCY   Saigon, Vietnam
Junior Product Owner   *June 2024 – Current*

- Advised non-technical product owners on effectively leveraging existing functionality
- Trained non-technical product owners to understand and utilize APIs using Postman
- Trained non-technical product owners to understand and draw user flows
- Designed a football-themed gamehub of 3 different games for a 2-month marketing campaign, exceeding stakeholder expectations with over 2.500.000 game sessions from 300.000 unique players.
- Developed two gamification campaigns to boost savings account adoption, achieving over 1.000.000 game sessions from 250,000 unique players and resulting in millions of dollars in savings accounts
- Created a set of gamified missions to promote the new Metro system, attracting 100.000 new customers

APPROI - GROWTH MARKETING AGENCY   Saigon, Vietnam
Junior Business Analyst   *January 2024 – May 2024*

- Elicited requirements from clients within banking industry, and drafted gamification project proposals.
- Collaborated with clients to conduct system integration testing and user acceptance testing
- Oversaw and assisted developers with project tasks and bug reports
- Identified inefficiencies and optimized UI and APIs, reducing loading times and improving user experience
- Designed an educational game hub for children aged 4 to 6, comprising six distinct games that received numerous positive feedback from over 100,000 pupils and parents

APPROI - GROWTH MARKETING AGENCY   Saigon, Vietnam
Business Analyst Intern   *October 2023 – December 2023*

- Analyzed and designed optimal user flows for gamification projects
- Identified issues and redundancies in existing user flows and implemented improvements
- Managed technical document, changes, minutes, and case studies in Confluence
- Identified and reported bugs and glitches in both the front end and back end of web-based applications
- Wrote Functional User Stories based on feedback from non-technical clients and colleagues.

SKILLS

Technical:

- Process analysis, design, reengineering and simplification
- Documentation
- UI/UX designing
- API and data flow design
- Manual testing
- Feature prototyping

Technologies and tools:

- Proficient in UI/UX designing and prototyping tools, for instance, Figma and FigJam
- Skilled in analytical tools, including Power BI, Excel, and Analysis Services
- Experienced in manual testing tool such as Postman and DevTools

Language: Fluent in English

EDUCATION

UNIVERSITY OF INFORMATION TECHNOLOGY   Saigon, VN
Bachelor of Information Systems