

Trương Đức Hoà

TITLE

Product Designer / PO

EMAIL

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PHONE

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Dynamic Product Designer with **5+ years** of hands-on **experience in B2C startup and B2B** SaaS landscapes. I lead the design journey from UX research and UX design through to UI Design System implementation.

My expertise lies in precisely identifying **user challenges** and **unlocking new opportunities, delivering solutions** that generate tangible business value. I am committed to fostering exceptional team cohesion, ensuring seamless communication and shared understanding across all cross-functional teams.

EDUCATION

Nordic Coder

UX Designer

Google X Coursera

UX Designer

VN National University

Bachelor of Environmental Scientist

SKILLS

User Researcher

- Conducted user interviews and surveys to gather direct user feedback.
- Collected user insights from data analytics and customer service issue tickets.

Product Research

- Conducted market research through product social reviewing.
- Performed competitive analysis, comparing functionalities and assessing cognitive load via user journey maps and user flows.

Design

- Developed Information Architecture and User Flows.
- Created Wireframes and Wireflows.
- Executed UI design and UI system definition.
- Produced clickable and animated prototypes.
- Conducted testing planning and suggested data tracking mechanisms.

Experiences

PRODUCT DESIGNER / BA - SELF EMPLOYMENT

JUN 2024 - PRESENT

Domain: CMS, Fintech, AI

- **Worked as a solo designer, directly consulting with clients** on design and logic direction.
 - **Built a stakeholder request management dashboard** to ensure all parties were aligned.
 - **Explored Web3, AI domain** development through API integration.
 - **Assumed Product Owner and Business Analyst responsibilities** in project management, directly collaborating with Dev, QC, and Junior Designers.
 - **Led junior designers**, providing support and facilitating discussions to finalize solutions.
 - **Identified solutions** that **aligned** with both **technological** capabilities and **business** objectives.
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PRODUCT DESIGNER (UX ROLE) @ JOBLOGIC

AUG 2022 - MAR 2024

Domain: B2B - Management Tool

- **Designing management tools:** To help customers easily track engineers, clients, and contracts.
 - **Being a main UX role:** Responsible for data, UX research, information architecture, and improving team workflow.
 - **Running full user research:** From quantitative and qualitative **data-driven research** to defining tracking metrics and release planning.
 - **Improving conversion rates:** Specifically, aiming to reduce user drop-off on the landing page by 15%.
 - **Hosting and training UX sessions:** Covering Information Architecture, Design Thinking, Job-to-be-done, and Data-driven approaches.
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PRODUCT DESIGNER / BA @ VNG

JUN 2021 - JUN 2022

Domain: Game Entertainment, Game- Ecommerce

- **Designing 3rd-party web application:** Enabled easy in-game purchases for gamers and provided a management tool for the team.
- **Conducted User Research:** Leveraged internal team and customer service data to create user personas and drove design decisions.
- **Focused on Interaction Design & Secondary Research:** Ensured optimal user experience.
- **Defined UI direction for the entire app ecosystem**, including the management system, webshop, and internal CMS.
- **Built cross-team workflows:** Enhanced collaboration efficiency by 90% across teams

PRODUCT DESIGNER @ FIREAPPS

DEC 2019 - MAY 2021

Domain: E-commercial management tools

- **Designed a 3rd-party web application** to help Shopify users improve their business operations.
 - **Conducted Secondary Research** by leveraging social networks (Reddit, Quora) and Shopify communities to gain valuable insights.
 - **Focused on Competitor Analysis** and the Jobs-to-be-Done framework to define MVP features and differentiate the product in the market.
 - **Recorded user feedback with the customer services** team and tracked traffic data with the data team to address pain points.
 - **Openly applied new patterns** to increase user engagement.
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UI DESIGNER @ PANIC BEAR & ADVN

DEC 2015 - APR 2017 & MAY 2017 - SEP 2019

Domain: Fintech, E-commercial, Hospitality,...

Product: ACB banking app, Gastby, Camerlia Resort,...

- **Designed UI for worldwide clients**, adhering to trending UI standards.
- **Followed established UX patterns** to align designs with common user behaviors.
- **Created animation prototypes** for pitching and presenting layouts, ensuring clear communication with clients and the development team.
- **Designed UI** for both e-commerce websites and mobile applications.
- **Developed UI based on stakeholder ideas**, while strictly following UX patterns and common best practices.