

Trương Đức Hoà

Product Owner

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Summary

I have **over 3 years of experience** in digital product development, especially in emerging domains like Web3 and AI. With a background in UX/Product Design, I specialize in uncovering user insights and turning ideas into real, functional products.

I independently **built 4 Web3 products within 6 months and developed 8 AI agents**—including streamed content and chatbots—in just 3 months. I'm comfortable working in fast-paced, lean startup environments with a strong focus on building from 0 to 1.

Core Skills

Product Delivery & Leadership	Product, Strategy & Data	AI / AI-Agent	Blockchain & Web3
Agile & scrum methodologies Cross-functional team Leadership, partnership & ecosystem building	Product analysis - JTBD, Design Thinking Customer feedback analysis system Competitive analysis Data-driven, Data-informed analysis User research	Conversational ai-agent design AI-API integration, workflow document Prompt engineering Embedding + Vector DB (e.g. Pinecone) Chatbot deployment & ux	Web3 On-chain/Off-chain integration. B2B Wallet UX & Onboarding. Web3 trading, investment workflow. Enterprise-grade blockchain network

Experiences

Product Owner - STVble | [Website](#)

AUG 2024 - Feb 2025 (ended cause disband)

- **Digitalized 100% B2B** platforms for trading and investment platform, **improve 70% cognitive load** for internal trader's work.
- **Led 10-person cross-functional team** (UX/UI, Devs), delivering 4 products releases on time and within scope
- **Maintained 100% up-to-date planning** by building a stakeholder request collection flow,

Business Analysts cum Designer - Joblogic | [Website](#)

Aug 2022 - Mar 2024

- **Enhanced conversion rate by approximately 10–15%** for booking flow
- Enhanced user experience by **simplifying the product's Information Architecture**
- **Established B2B data benchmarks** for B2B Product, **saving 3 days of working for define tracking data**
- **100% team member** familiar with information architecture, data-driven, job-to-be-done by training section

Business Analysts cum Designer - VNG | [Main products](#) [VND ID](#)

Jun 2021 - Jun 2022

- **Increase by 90%** affectively cross communication with Scrum.
- **Transparency 100% project scope** by developed collecting feedbacks flows
- **Maintained 100% up-to-date product documentation** by consistently creating and updating both technical release notes and customer-facing documentation.

Other Experiences

Product Owner for AI/AI-agent | [Promer product description](#) [SEO Audit](#)

3 months contractor

- **Built 6 AI agents and 4 AI chatbots** from scratch.
- **Enhanced AI response quality by 90%.**
- **Saved 90% of the team's effort** by building an AI collaboration workflow.

Education

2011 - 2015	Bachelor of Environmental Scientist University of Science – Vietnam National University, HCMC			
2015 - 2016	UX/UI Design Course DPI	2019	UX & Product Design Course Coder School	2023 - 2025 Job-to-be-done, Technical for PM Product School

Additional

Languages:

English (conversation, documental), Chinese (updating)

Carrer Goal:

Become a leading builder of impactful products that combine emerging technologies — especially blockchain and AI — to solve pressing problems like fraud prevention, anti-counterfeiting, and task automation. I thrive in “**play to win**” environments and embrace a **fail fast, learn fast** mindset to push ideas from concept to real-world impact.