

# 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   <a href="#">Website</a>	AUG 2024 - Feb 2025 (ended cause disband)
<ul style="list-style-type: none"><li>• <b>Digitalized 100% B2B</b> platforms for trading and investment platform, <b>improve 70% cognitive load</b> for internal trader's work.</li><li>• <b>Led 10-person cross-functional team</b> (UX/UI, Devs), delivering 4 products releases on time and within scope</li><li>• <b>Maintained 100% up-to-date planning</b> by building a stakeholder request collection flow,</li></ul>	

Business Analysts cum Designer - Joblogic   <a href="#">Website</a>	Aug 2022 - Mar 2024
<ul style="list-style-type: none"><li>• <b>Enhanced conversion rate by approximately 10–15%</b> for booking flow</li><li>• Enhanced user experience by <b>simplifying the product's Information Architecture</b></li><li>• <b>Established B2B data benchmarks</b> for B2B Product, <b>saving 3 days of working for define tracking data</b></li><li>• <b>100% team member</b> familiar with information architecture, data-driven, job-to-be-done by training section</li></ul>	

Business Analysts cum Designer - VNG   <a href="#">Main products</a> <a href="#">VND ID</a>	Jun 2021 - Jun 2022
<ul style="list-style-type: none"><li>• <b>Increase by 90%</b> affectively cross communication with Scrum.</li><li>• <b>Transparency 100% project scope</b> by developed collecting feedbacks flows</li><li>• <b>Maintained 100% up-to-date product documentation</b> by consistently creating and updating both technical release notes and customer-facing documentation.</li></ul>	

### Other Experiences

Product Owner for AI/AI-agent   <a href="#">Promer product description</a> <a href="#">SEO Audit</a>	3 months contractor
<ul style="list-style-type: none"><li>• <b>Built 6 AI agents and 4 AI chatbots</b> from scratch.</li><li>• <b>Enhanced AI response quality by 90%.</b></li><li>• <b>Saved 90% of the team's effort</b> by building an AI collaboration workflow.</li></ul>	

### Education

2011 - 2015	Bachelor of Environmental Scientist			
	University of Science – Vietnam National University, HCMC			
2015 - 2016	UX/UI Design Course	2019	UX & Product Design Course	2023 - 2025
	DPI		Coder School	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 <b>fail fast, learn fast</b> mindset to push ideas from concept to real-world impact.