

Contact

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(LinkedIn)

Top Skills

Graphic Design
Branding & Identity
Team Leadership

Certifications

Digital psychology & behavioral design

Trương Nguyễn Ngọc

UI/UX Designer
Da Nang City, Vietnam

Summary

Aspiring growth marketer exploring the intersection of code, design, and data.

Experience

Sartoro
UI-UX Designer
February 2025 - Present (2 months)

tickadoo
Marketing Automation Intern
July 2024 - October 2024 (4 months)
Prague, Czechia

- Saved 20 minutes per campaign on negative keyword creation and 30 minutes on weekly reports using Google Ads Script.
- Saved 15 minutes per post by automating the importation process to Framer CMS using Google Apps Script.
- Increased GBV by 109% in 2 months and saved 45 minutes weekly report by building comprehensive dashboards in Google Looker Studio, aiding in gap identification and data-driven decision-making.
- Automated transaction pulls from Stripe to Google Sheets using Zapier, troubleshooting Stripe webhooks and APIs for seamless integration.
- Created custom graphics with Canva for web content, aligning with branding and marketing objectives.
- Designed and optimized website user experience in Framer and managed content in CMS.

AIESEC
8 months
Finance and Legality Executive
June 2023 - December 2023 (7 months)
Ho Chi Minh City, Vietnam

- Managed and evaluated the local committee's financial situation and capital structure, resulting in a 42% increase in overall budget efficiency compared to the previous year.
- Synergized and overachieved 380+ million VND in profit with a 36.94% net profit margin to ensure appropriate cash flow for local operations.

Key Account & Customer Relation Executive | incoming Global Teacher
May 2023 - December 2023 (8 months)

- Facilitated leadership development for volunteers joining in the incoming Global Teacher program, achieving a perfect CXP score of 10/10.
- Conducted telesales, persuaded clients, and scheduled meetings with English center partners.

Lac Acoustic Club

Head of Design Department

September 2022 - October 2023 (1 year 2 months)

- Developed Brand Identity Package.
- Led a team of 10 designers.
- Increased page interactions by 1,009 while working.
- Organized concert promoting Vietnamese culture and history & devoted revenue to charitable organizations.

Education

Foreign Trade University

Bachelor's degree, Marketing/Marketing Management, General · (September 2023)

Le Quy Don High School for the Gifted-Danang

12, English Language and Literature/Letters · (2005 - 2025)