

Contact

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Top Skills

User Experience (UX)
Product Design
Strategic Planning

Languages

English (Professional Working)
Vietnamese (Native or Bilingual)

Certifications

Design for Marketer
Google UX Design Specialization
MBA in a box: Business Lessons from a CEO
Digital Marketing

Ha Nguyen

Product UI/UX Lead at B3Networks
Ho Chi Minh City, Vietnam

Experience

B3Networks

2 years 8 months

Product UI/UX Lead

June 2023 - Present (1 year 10 months)

Ho Chi Minh City, Vietnam

- Lead, mentor, and manage design team, ensuring high-quality design output while fostering team members' professional growth.
- Create and develop the overall design strategy and frameworks, ensuring that they are in line with the business objectives, user insights, product proposition, and brand identity.
- Collaborate with cross-functional teams, including business units, product managers, developers, and other stakeholders, to understand business objectives and requirements.
- Lead and plan user research, including field user research, secondary research, and usability testing to understand users' mindsets, perceptions, behaviors, and preferences.
- Review and provide recommendations for UX/UI wireframes that effectively communicate design concepts and interactions, incorporating information hierarchy, interaction, visual, motion, and content writing design.
- Ensure user satisfaction throughout the UX/UI design process by utilizing a mixed method of quantitative and qualitative data-driven recommendations for design improvements.
- Establish brand identities and visual design languages for new products.
- Conduct regular design reviews and provide constructive feedback to the design team, encouraging a design culture of discussions.
- Define and maintain design guidelines and standards to ensure consistency across all products and platforms.

Product UI/UX Designer

December 2022 - May 2023 (6 months)

Ho Chi Minh City, Vietnam

- Analyzed user needs and behaviors to make design decisions.
- Created visually appealing, responsive, and accessible user interfaces.

- Designed and delivered wireframes, user flows, mockups and prototypes optimized for a wide range of interfaces.
- Built brand guidelines and design systems to ensure products' designs are consistent.
- Mapped out user journeys and workflows to improve usability.
- Performed heuristic evaluations and proposed solutions for UX pain points.
- Worked closely with product managers, developers, and stakeholders to translate requirements into design solutions.
- Provided design specifications and supported developers during the implementation phase.

Knowledge Manager

August 2022 - November 2022 (4 months)

- Introduction of new products to an existing customer base (up-sell and cross-sell).
- Communication on product updates and releases.
- Created and handled online Knowledge Base for app users to search for answers and for the Customer Support team to decrease responding time and minimum tickets.
- Responsible for distributing and evaluating created product decks, videos, feature requests from Partners/Customers, and newsletters sent out on a monthly basis.
- Created short courses and certifications for Partners to roll out and get valuable knowledge for their sales and support requirements.
- Collaborated with several technical teams of app developers to address clients' requests and formulate actionable solutions.
- Provided leadership, guidance, and support to the team members.
- Managed recurring meetings with the team to review performance.

B3Networks

2 years 6 months

Senior Product Trainer & Content Specialist

May 2021 - December 2021 (8 months)

Ho Chi Minh City, Vietnam

- Advisor for all company's products (including its affiliated companies) to customers and partners based in the APAC region.
- Professional advisory and service to customers' and partners' inquiries on our products and services provided.
- Assisting and guiding junior/new employees as a company's directive to cultivate a mutual trusting and collaborative working culture.

- In charge of motivating the partners and boosting the sales of the departments allocated under purview.
- Conducted Classroom Training and Lead-On-Job-Training.
- Created various content types (videos, articles, infographics) with relevant tone and style, adhering to the respective style guides.
- Utilized various digital publishing platforms to create structured drafts.

Customer Success Team Lead

January 2020 - April 2021 (1 year 4 months)

- Monitored tickets and ensured that SLA requirements were met.
- Reviewed and processed special requests from Customers as per SOPs.
- Provided leadership, guidance, and support to the team members.
- Ensured agent adherence to policies for attendance, established procedures.
- Handled major incidents that could not be resolved by agents.
- Managed recurring meetings with the team to review performance.

Customer Success Specialist

July 2019 - December 2019 (6 months)

Vietnam

- Prepared and delivered appropriate presentations on products and services.
- Customer care - taking cases supporting customers software support issues.
- Collaborated with other team members to provide high-quality support.
- Acted as the advanced technical contact for troubleshooting customer issues.
- Delivered advanced technical troubleshooting and problem-solving solutions for corporate customers including issues escalated to the highest level of management.
- Managed critical issues by setting customer expectations, devised and implemented action plans, and professionally communicated measures to all parties involved.

MAC MEDIA Co.,Ltd

Account Intern

July 2018 - December 2018 (6 months)

Ho Chi Minh city

- Made cold calls or reached out to prospects.
- Provided support for clients by learning about and satisfying their needs.
- Followed up with clients several times throughout the campaign to ensure KPIs were met.
- Checked data feedback quality from clients and recorded useful data for recording and reporting purposes of the entire team to avoid mistakes.
- Maintained a database of contact information.

Nhat An Milk Company

Sales Executive

June 2017 - September 2017 (4 months)

Ho Chi Minh city

- Closed up to 70% of sales deals by persuading and answering potential customers' questions about milk, up sales, and cross sales of other types of milk.
- Achieved monthly sales quota set by the sales manager.
- Resolved customers' problems and complaints about milk by identifying the causes of the problem and explaining them to customers.
- Opened customer accounts by entering customer information into the internal CRM system.

Education

University Of Economics Ho Chi Minh City

Economic Degree, International Business · (2016 - 2020)