

Le Dieu Ha

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 Ho Chi Minh City, Vietnam

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PROFILE

- A final-year student with a robust academic background and growing passion for launching a career in tech sales within the AI sector.
- Committed to continuous learning and professional development in an academic environment, also collaborating effectively with cross-functional teams on long-term initiatives.
- Experienced in sales pitching, organizational abilities, time management, problem-solving, data analysis and research with a keen interest in software development and automation.

PROFESSIONAL EXPERIENCE

Top 12 | Accessibility Design Competition (ADC) 2025, Team Leader

Aug 2025 – Nov 2025

- Led team and conducted **secondary research** on People with Disabilities (PWDs) employment barriers, accessibility standards (WCAG 2.1), and AI applications in recruitment to inform **problem framing and solution logic**.
- Translated research insights into a **structured solution design**, defining system workflow and feasibility assumptions.

Champion | FinNovation Bootcamp 2024,

Jul 2024 – Aug 2024

Innovation Challenge - The University of Economics Ho Chi Minh City ↗

- Analyzed customer identity verification challenges in cross-border service onboarding by mapping user journey frictions and operational constraints.
- Proposed a two-stage solution combining passport-based eKYC and VNID app-to-app authentication.

ILA Vietnam Teaching Assistant, Part-time

Aug 2024 – Mar 2025

- Supported classroom delivery and one-on-one academic assistance, **communicated regularly** with students' parents to present student progress in a structured manner to **support retention** and course continuation decisions.
- Assisted in promoting additional programs and center activities, **recorded engagement outcomes** and parent feedback, **coordinating with internal sales teams** to support follow-up consultations.

PROJECTS

RMIT UNIVERSITY, Empirical ML Project – Credit Risk & Fintech Analytics (Python)

Oct 2025 – Jan 2026

- Formulated a credit-risk prediction problem by **defining a clear binary target** (90-day default). Performed **early train-test splitting with stratification** to ensure methodological validity and prevent data leakage.
- Executed a disciplined data preparation and exploration workflow including **EDA, feature screening, scaling, and class-imbalance handling (SMOTE-Tomek)**, with emphasis on reproducibility, transparency, and model-readiness rather than model overfitting.
- Assessed model behaviour and interpretability through **performance metrics and feature-level analysis** (e.g., SHAP preparation), linking predictive outcomes to risk trade-offs and decision implications in a fintech lending context.

RMIT UNIVERSITY, GROUP PROJECT: "CYBERAI - AI SOLUTION FOR SINGHEALTH"

Oct 2023 – Jan 2024

- Applied **SWOT, PESTLE, stakeholder analysis** to analyze a real healthcare cyber-incident, translating qualitative risks into clear AI **problem statements** and ML data requirements.
- Designed a **conceptual AI solution methodology** using behavioural data, log monitoring, and supervised/unsupervised ML approaches, detailing data sources, processing logic, and decision flows.
- **Evaluated feasibility, limitations, and adoption risks** through analysis of data availability, accuracy trade-offs, regulatory constraints, and organizational readiness. Achieved **second-highest** course result (**36/45**).

RMIT Global Leadership Program ↗,

Jun 2024 – Jun 2024

The Big Industry Challenges - RMIT University & CommonPurpose

- Participated in an intense **2-day program** to address real-world challenges under the UNSDGs (#3).
- Collaborated with a team to propose a solution for **Survival Skills Vietnam (SSVN)** to expand their first-aid training to rural areas.
- Delivered solution's pitch to a panel of judges and received direct feedback from **Dr. Binh Ho** (CEO of SSVN).

RMIT VIETNAM FINTECH CLUB, RMIT FINTECH BLOCKCHAIN FORUM 2023

Jan 2023 – May 2023

- Delivered 20+ sales pitches that promoted a FinTech & Blockchain forum featuring 15+ guest speakers and sponsors, successfully attracting over 500 attendees.

SKILLS

Proficient in MOS | Cross-functional Collaboration | Market & Stakeholder Research | Sales Pitching | Tech-to-Business Communication |

Active Listening | Web Designing (Figma) | Research-based Problem Framing | Basic AI & ML Literacy | Basic EDA | Customer Services

EDUCATION

Bachelor of Business, RMIT University
Major: Business and Technology
GPA: 2.9/4

English
IELTS 6.5 ↗

Mandarin
HSK 3

SCIENTIFIC RESEARCH

How the authenticity cues provided on product packaging can influence Vietnamese consumers' perception of Korean cosmetics

Dec 2024

The VMOST Journal of Social Sciences and Humanities, 66(3): 56-70. Doi: 10.31276/VMOSTJOSSH.2023.0038 ↗

REFERENCES

Ms. Thuy Nguyen (Mentor for ADC 2025), Founder, BeriS Co. Ltd.
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Mr. Quang Trinh (Mentor for ADC 2025), Co-Founder, BeriS Co. Ltd.
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