# Ngoc Le

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## EXPERIENCE

### Product research
*SPINS*
03/2025 — Current
*Tan Binh, HCMC*

- Maintained product intelligence databases covering the North American CPG sector, supporting UPC-level classification across a dataset of over 3 million SKUs, 3,200+ product types, and 180+ attributes, leveraging POS and consumer panel data.
- Designed and implemented Python scripts, Windows batch scripts, and SQL scripts to automate data extraction and analysis processes for product and market research.
- Maintained and refined SPINS' Product Library by developing computed attributes through the integration of on-label, off-label, and algorithmically derived data, while ensuring alignment with strict regulatory requirements (FDA/USDA) to support attribute-based analytics for assortment strategy and benchmarking.

### IT business analyst intern
*Doccen*
12/2024 – 03/2024
*District 11, HCMC*

- Conducted market research and prepared technical documentation, including user stories, user flows, feature logic, and UI/UX wireframes in Figma to ensure an intuitive user experience.
- Performed comprehensive quality testing by creating user test cases, inspecting UI elements, verifying API responses using the browser's Inspect tool, and validating database interactions in PostgreSQL to ensure data integrity.
- Managed Agile workflows, overseeing Jira tickets, backlog prioritization, and cross-functional collaboration to maintain development efficiency.
- Redesigned the company sitemap in Lucidchart and established slug-generation rules for SEO optimisation.

### Machine learning research assistant
*ICLS Tech*
04/2024 – 10/2024
*District 2, HCMC*

- Conducted exploratory data analysis on financial data to identify trends, patterns, and anomalies using Python, Pandas, Matplotlib, NumPy and Seaborn.
- Performed data cleaning and feature engineering to build an AutoML pipeline and evaluate the extent of backtest overfit across popular financial backtests.
- Researched advancements in financial machine learning, summarising key methodologies and findings.

### Product assistant
*YOLA*
01/2022 – 02/2023
*Remote*

- Assisted the PM in developing a learning app and web extension, conducting market research, and executing targeted marketing strategies, resulting in 25,000 new app users, 15,000 extension users, and ˜50% monthly active engagement.
- Designed user-nurturing strategies, including personalised onboarding & engagement social media campaigns, leading to a 7-10% retention rate for the 21-day cohort.

## EDUCATION

### Western Sydney University Vietnam
*Bachelor of Business, Major in Applied Finance (GPA: 6.43 / 7.00)*
08/2022 – 08/2024
*District 1, HCMC*

- 5 Vice-Chancellor's Academic Scholarships, totalling 230,000,000 VND
- Top 4 Local Finalists of Vietnam - Proctor & Gamble Peakathon 2024
- Distinction Award - Dean's Merit List for Academic Excellence

### Condell Park High School
01/2017 – 01/2021

- Valedictorian & First in Course for all senior subjects
- Australian Mathematical Olympiad & Australasian Problem Solving Mathematical Olympiads - Distinction and Merit Awards

## SKILLS

**Data analysis**: ML/AI (Python), statistics (R, Stata, SPSS, Minitab)
**Business**: Competitive analysis, corporate strategy, performance optimisation, product intelligence, customer segmentation, perceptual mapping, market research, financial modelling & valuation
**Software development**: HTML, CSS, Agile, technical documentation (Markdown, LaTeX), product and project management (SDLC, user stories, acceptance criteria)
**Languages**: Vietnamese (Native), English (CEFR C2)

## EXTRACURRICULARS

**Project leader (UEL English club)**: Led a team of 40+ members, organising 2 successful projects with 250+ participants.
**Graphic designer**: Designed 200+ marketing materials & product packaging for international export (Japan, New Zealand, U.S.).
**Pianist (UEL music club)**: Performed piano for two music video productions.
**English tutor (YOLA English)**: Provided IELTS preparation tutoring for students and working professionals.