

## Experience

### Doccen

Technical business analyst intern

12/2024 - 03/2025

Dist. 11, HCMC

- Conducted **market research** and prepared **technical feature documentation**, including user stories, user flows & feature logic.
- Redesigned the company product's **sitemap** using Lucidchart and defined **slug-generation** rules for SEO optimisation.
- Conducted comprehensive **quality testing** by crafting user test cases, performing UI inspections, and verifying API call responses using the browser's Inspect tool. Tested database interactions with **PostgreSQL** to ensure accurate data flow and proper system functionality.
- Designed **UI/UX** in Figma, including wireframing, prototyping, and creating design elements.
- Collaborated with cross-functional teams in an **Agile** environment to ensure iterative and continuous improvement.

### ICLS Tech

Machine learning research assistant

04/2024 - 10/2024

Dist. 2, HCMC

- Conducted **exploratory data analysis (EDA)** on financial data to identify trends, patterns, and anomalies using Python, Pandas, NumPy, Matplotlib, and Seaborn. Developed interactive visualisations to communicate insights effectively.
- Performed **data cleaning** and **feature engineering** to enhance dataset quality and improve model interpretability.
- Researched advancements in financial machine learning, summarising key methodologies and findings in detailed reports.

### YOLA English

Product assistant

01/2022 - 01/2023

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**, inc. personalised onboarding & engagement social media campaigns, leading to a 7-10% retention rate for the 21-day cohort.

## Education

### University of Economics HCMC (UEH - ISB)

Bachelor of Applied Finance (GPA: 6.43 / 7.00)

05/2022 - 05/2024

Dist. 1, HCMC

- Awarded **5 scholarships** totalling 230,000,000VND for good academic performance.
- Achieved CEFR C2 certification in English; strong ability to comprehend and craft complex technical documents and reports.
- Placed on the **Dean's Merit List for academic excellence (Distinction award)**, completing degree in an **accelerated 2-year timeline**.
- Selected by HCMC Department of Industry and Trade & HAWEE to represent Australia at the ASEAN++ Bridge Forum, engaging with 500+ diplomats, consuls, business associations to promote sustainable development.

### Condell Park High School

- Valedictorian** of High School and First in Course for all senior subjects

01/2017 - 01/2021

## Projects

### Strategic & financial analysis of a publicly trading company - Hoang Anh Gia Lai

- Analysed HAGL's business model and competitive positioning (SWOT, Porter's), financial health (financial ratios, DCF, APV, CCA), and risk evaluation (sensitivity analysis, scenario analysis, corporate failure, VaR, price volatilities), and recommended growth strategies.
- Link: [hngocle404.github.io/portfolio/projects/BUS\\_hagl/hagl\\_valuation.html](https://hngocle404.github.io/portfolio/projects/BUS_hagl/hagl_valuation.html)

### Exploratory data analysis of top performing US tech stocks and Value-at-Risk estimation

- Conducted exploratory data analysis and data visualisation for real-time financial data, as well as predictive modeling (VaR calculation using historical, parametric and Monte Carlo simulation) on 4 major tech stocks (AAPL, AMZN, GOOG, MSFT) over a one-year period
- Link: [hngocle404.github.io/portfolio/projects/TECH\\_var\\_us\\_stocks/risk\\_us\\_stocks.html](https://hngocle404.github.io/portfolio/projects/TECH_var_us_stocks/risk_us_stocks.html)

## Skills

### Data & statistics:

Exploratory data analysis (SQL, Stata, SPSS, Excel), statistical inference (hypothesis testing, regression analysis), time series analysis, data visualisation

### Programming:

Machine learning (Python, R), Frontend development (HTML, CSS, JavaScript – basic)

### Product management:

Software Development Life Cycle (SDLC), user stories and acceptance criteria, Agile methodologies and backlog management (Jira, Confluence, Lucidchart), technical documentation (Markdown, LaTeX)

## Extracurriculars

### Project leader (UEL English club)

Lead a team of 40+ members, organised 2 successful projects attracting 250+ participants.

### Pianist (UEL Music club)

In charge of piano-related production for 2 music videos.

### Freelance graphic designer

Designed 200+ marketing materials and product packaging in accordance with strict regulatory requirements for export to international markets (e.g. Japan, New Zealand, the U.S.).

### YOLA English tutor

Provided IELTS preparation tutoring to students and working professionals.