

# Hong Ngoc Le

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## Relevant experience

### Technical business analyst intern | Doccen

April 2024 – Current

- Designed and documented APIs, systems, and UML diagrams.
- Conducted comprehensive UI/UX research to optimise user experience and enhance interface design.
- Facilitated Scrum and Agile methodologies to streamline project workflows and improve team collaboration.
- Collaborated on feature development by drafting technical documentation and writing detailed user stories.
- Performed rigorous testing to ensure quality assurance and functionality of software products.

### Product assistant | YOLA English

Jan 2022 – Jan 2023

- Assisted the Product Manager in developing an English learning app and web extension, conducting market research and executing targeted marketing strategies; increased the app's user base by 25,000 and the extensions by 15,000, achieving a monthly active user rate of ~50%.
- Collaborated with external artists to implement user-nurturing strategies, resulting in a 7-10% retention rate for the 21-day user cohort.

## Education

### WorldQuant University | Master of Science in Financial Engineering

Oct 2024 – Current

### Western Sydney University Vietnam | Bachelor of Business – Applied Finance (GPA: 6.43/7.00)

May 2022 – May 2024

- Dean's Merit List for Academic Excellence (Distinction Award) with an accelerated degree completion time of 2 years.
- Recipient of 5 scholarships for academic excellence, totalling over 229,000,000 VND.
- 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.
- Assisted with qualitative data analysis for a paper titled "Peer Tutors' Agency and Emotions in Tertiary English Education in Vietnam" and participated in Sociology and Cross-Cultural Studies classes for Master's students.

### Condell Park High School | High School Certificate

Jan 2017 – Jan 2021

- Valedictorian / Dux of High School and First in Course throughout all academic years

## Extracurriculars

- Research assistant (ICLS Tech)** | Engineered features on FOREX & CRYPTO data, applying regime-switching models and developed AutoML pipelines to evaluate the extent of overfitting (using Deflated Sharpe Ratio and Probability of Backtest Overfit) across cross-validation methods (K-Fold, Combinatorial Purged K-Fold, Walk Forward)
- Graphic designer (Freelance)** | 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.)
- Pianist (university Music club)** | In charge of piano-related production for 2 music videos
- Project leader (university English club)** | Lead of a team of 40+ members, organised 2 successful projects attracting 250+ participants
- English tutor (YOLA English)** | Provided IELTS preparation tutoring to students and working professionals
- Mentee (Project X)** | Joined a fellowship for Vietnamese students interested in IT, receiving career guidance and skills training

## Technical projects

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## Skills

### Technical

- Coding:** Frontend (HTML, CSS, JavaScript), Backend (C++), Databases (PostgreSQL), Data science (Python, R)
- Non-coding:** API design, UML, E2E testing, Technical documentation (LaTeX, Markdown), Statistical modelling (SPSS, Stata etc.)

### Business & management

- Business strategy:** Brand positioning, perceptual mapping, customer segmentation, competitive analysis, value proposition mapping
- Project management:** Agile planning, strategic prioritisation, product delivery oversight, product discovery

### Design

- Graphic design:** Adobe Photoshop, Adobe Illustrator
- UI / UX:** Figma