Hong Ngoc Le

Ho Chi Minh City • (+84) 77 888 2602 • hngoc.le.404@gmail.com

Experience

Doccen
Technical business analyst intern   12/2024 - 03/2025
                   HCMC, Viet Nam
- 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   4/2024 - 10/2024
                   HCMC, Viet Nam
- 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
                   HCMC, Viet Nam
- 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 and implemented **user-nurturing strategies**, including personalised onboarding and engagement social media campaigns, leading to a 7-10% retention rate for the 21-day cohort.

Education

University of Economics HCMC - International School of Business (UEH - ISB)
Bachelor of Applied Finance (GPA: 6.43 / 7.00)   05/2022 - 05/2024
                   HCMC, Viet Nam
- Awarded **5 scholarships** totalling **230,000,000VND** for outstanding academic performance.
- Achieved **CEFR C2** certification in English - with 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   01/2017 - 01/2021
- **Valedictorian** of High School and First in Course for all senior subjects

Projects

Comprehensive strategic and financial analysis of a publicly trading company - Hoang Anh Gia Lai (HAG)
- Analysed HAG'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*

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*

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 (University's English club): Lead a team of 40+ members, organised 2 successful projects attracting 250+ participants.
Pianist (University's Music club): In charge of piano-related production for 2 music videos.
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.).
English tutor (YOLA English): Provided IELTS preparation tutoring to students and working professionals.