Ngoc Le

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EXPERIENCE

Product research & intelligence associate
SPINS (Chicago-based)

03/2025 – 06/2025
Tan Binh District, HCMC

- Conducted product research and attribute classification using SQL, Excel, third-party databases, and proprietary tools, with a focus on the North American retail industry.
- Maintained and optimized the product intelligence database (3M+ UPC-level records), refining attribute definitions, taxonomy structures, and classification methodologies to align with industry trends and US. regulatory standards.
- Developed and enforced Standard Operating Procedures (SOPs) for Product Intelligence processes, ensuring data consistency, efficiency, and quality control.
- Managed competing priorities in an Agile workflow, providing project updates, conducting audits, and supporting ad hoc research to refine data quality and identify emerging consumer trends.
- Collaborated with cross-department and global teams to execute projects that enhanced product attribute offerings, improved data accuracy, and integrated attribute-based insights into market analytics.

Technical 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 optimization.

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 English

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.

SKILLS

Business: Scrum (Jira, Confluence), SDLC, user stories & acceptance criteria, technical documentation (Markdown, LaTeX), customer segmentation, perceptual mapping, market research, financial modeling, valuation
Technical: Python (ML/AI), SQL, R, HTML, CSS, Stata, SPSS, Excel

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 - P&G Peakathon 2024
- Accelerated bachelor degree completion in 2 years
- 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
- University of Sydney Academic Excellence Award for High School Students
- Australian Mathematical Olympiad & Australasian Problem Solving Mathematical Olympiads - Distinction and Merit Awards

EXTRACURRICULARS

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