NGOC LE

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Business graduate with solid technical proficiency and practical experience in product research, business analysis, and machine learning. Seeking opportunities to contribute and grow within agile, cross-functional teams, where adaptability and a broad skill set are valued.

EXPERIENCE

Product intelligence research associate | SPINS LLC   03/2025 - Current
- Developed Python, SQL, and Windows batch scripts to automate research workflows and enhance data processing for product intelligence initiatives.
- Executed UPC-level product classification and helped maintain a database of over 3M+ SKUs, 3,200+ product types, and 180+ brand positioning attributes using POS and consumer panel data for CPG-focused retail analysis in the North American market.

IT business analyst intern | Doccen   12/2024 - 03/2024
- Crafted technical documentation including user stories, user flows, feature logic, and UI wireframes in Figma, informed by basic grasp of full-stack development (frontend, backend, and database).
- Conducted User Acceptance Testing (UAT) including inspecting UI elements, verifying API responses and validating database interactions in PostgreSQL.
- Led Agile workflows with Jira, prioritising backlog and facilitating cross-functional communication.
- Redesigned the company sitemap and implemented slug generation rules to optimise SEO.

Machine learning research assistant | ICLS Tech   04/2024 - 10/2024
- Researched advancements in financial machine learning, summarising key methodologies and findings.
- Conducted experiments to evaluate backtest overfitting and analysed how different automated machine learning frameworks affect the reliability of performance metrics.

Product assistant | YOLA   01/2022 - 02/2023
- 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 (Applied Finance)   08/2022 - 08/2024
- GPA: 6.43/7.00 - Dean's Merit List for Academic Excellence
- Awarded 5 Vice-Chancellor's Scholarships (đ230M total)
- Completed degree on accelerated timeline (2 years)
- Top 4 Local Finalists of Vietnam- Procter & Gamble Peakathon 2024

TECHNICAL PROJECTS

Comprehensive strategic, competitive and financial analysis of Hoang Anh Gia Lai company
- Analysed HAGs business model, competitive SWOT & Porter's, financial ratios, risks (sensitivity, scenario, Altman's Z score, Kupiec POF, Monte Carlo simulation) and valuation (weighted mix of DCF, APV, CCA).

Measuring backtest overfit among financial cross-validation methods using AutoML
- Used regime-switching model (Hidden Markov Chain) and Entropy Theory of Information for feature construction and engineering of FOREX & CRYPTO data.
- Calculated the Probability of Backtest Overfitting & Deflated Sharpe Ratio to assess the level of backtest overfitting across Combinatorial Purged K-fold, K-fold, Purged K-fold, Walk Forward across different Automated ML pipelines.

Neural machine translation: long short-term encoder-decoder model with attention mechanism
- Built a neural machine translation model for French−Vietnamese using a long short-term memory (LSTM) encoder-decoder architecture with Bahdanau attention in TensorFlow and Keras.
- Deployed the model using TensorFlow Serving with a Flask API, Dockerized the application, and orchestrated deployment on AWS EC2 for scalable inference.

SKILLS

- **Data analysis & ML**: Python, SQL, R, Stata, SPSS, Minitab
- **Business**: Market research, stakeholder management, customer experience (UX/UI), SEO, marketing, financial analysis
- **Software development**: HTML, CSS, technical documentation (Markdown, LaTeX), product management (Agile, SDLC)
- **Languages**: English (CEFR C2), Vietnamese (Native)

EXTRACURRICULARS

- **Project leader** | UEL English Club: Led a team of 40+ members, organising 2 successful projects with 250+ participants.
- **Graphic designer** | Freelance: Created 200+ marketing and packaging assets for international export (Japan, US, NZ, etc.).
- **Pianist** | UEL Music Club: Performed piano for two music video productions.