

# NGOC LE

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## EXPERIENCE

### Product research & intelligence associate

03/2025 – Current

SPINS

Tan Binh, HCMC

- Maintained product intelligence databases covering the North American CPG sector, supporting UPC-level classification across a dataset of over 3 million SKUs, 3,200+ product types, and 180+ attributes, leveraging POS and consumer panel data.
- Utilized Python scripts, Windows batch scripts, and SQL scripts to automate data extraction and analysis processes for product and market research.
- Maintained and refined SPINS' Product Library by developing computed attributes through the integration of on-label, off-label, and algorithmically derived data, while ensuring alignment with strict regulatory requirements (FDA/USDA) to support attribute-based analytics for assortment strategy and benchmarking.
- Performed large-scale data audits using Metabase, SQL validation queries, and regex-based text processing, improving classification accuracy across U.S. retail channels.

### IT business analyst intern

12/2024 – 03/2024

Doccen

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 optimisation.

### Machine learning research assistant

04/2024 – 10/2024

ICLS Tech

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

01/2022 – 02/2023

YOLA

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.

## EDUCATION

### Western Sydney University Vietnam

08/2022 – 08/2024

*Bachelor of Business, Major in Applied Finance (GPA: 6.43 / 7.00)*

District 1, HCMC

- 5 Vice-Chancellor's Academic Scholarships, totalling 230,000,000 VND
- Top 4 Local Finalists of Vietnam - Proctor & Gamble Peakathon 2024
- 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
- Australian Mathematical Olympiad & Australasian Problem Solving Mathematical Olympiads - Distinction and Merit Awards

## SKILLS

**Data analysis:** ML/AI (Python), statistics (R, Stata, SPSS, Minitab)

**Business:** Competitive analysis, corporate strategy, performance optimisation, product intelligence, customer segmentation, perceptual mapping, market research, financial modelling & valuation

**Software development:** HTML, CSS, Agile, technical documentation (Markdown, LaTeX), product and project management (SDLC, user stories, acceptance criteria)

**Languages:** Vietnamese (Native), English (CEFR C2)

## EXTRACURRICULARS

**Project leader (UEL English club):** Led a team of 40+ members, organising 2 successful projects with 250+ participants.

**Graphic designer:** Designed 200+ marketing materials & product packaging for international export (Japan, New Zealand, U.S.).

**Pianist (UEL music club):** Performed piano for two music video productions.

**English tutor (YOLA English):** Provided IELTS preparation tutoring for students and working professionals.