

KIEN (JONATHAN) VU VIET

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WORK EXPERIENCE

Technical Product Manager | DHF Platforms, Vietnam, Singapore

Jul 2024 – Now

DHF Platforms is a trusted fresh produce supplier in Vietnam. I led engineers in an Agile environment to build an ERP system from scratch that transformed manual workflows into an integrated digital platform.

- Revamped supply chain operations by designing and launching an ERP system that tripled the speed of inventory of raw materials updates and cut reporting errors by 90%.
- Unified data from ERP, CRM, and B2B sources into a single data warehouse, enabling real-time tracking of key performance indicators and reducing report turnaround time by 200%.
- Established a comprehensive UI/UX design system in Figma that boosted stakeholder satisfaction scores by an estimated 20% through iterative design improvements.
- Charted the 2025 product roadmap targeting a 200% growth in GMV by streamlining workflows and introducing a farm application for enhanced crop traceability and supplier engagement.

Product Manager | Peeba (YC23), Indonesia, Vietnam

May 2023 – Nov 2023

Peeba is a B2B wholesale marketplace in Asia. I co-led with the CTO and managed a cross-functional team delivering weekly sprint outcomes while testing market strategies in Indonesia.

- Enhanced the sign-up process by reengineering UI/UX, boosting conversion rates by 26% as validated by A/B testing.
- Engineered and rolled out pivotal features – including a tiered pricing system and a buy-now-pay-later scheme – that modernized inventory and payment processes for diverse brand structures.
- Orchestrated three extensive market research initiatives through on-field interviews and surveys, which directly informed product strategy and feature prioritization.
- Collaborated with business teams to pilot a wholesale subscription model and a Direct Sales App that generated \$17,000 in GMV for a flagship brand within just three weeks.

Product Lead, Growth | MoMo, Ho Chi Minh (Vietnam)

Mar 2020 – Apr 2023

MoMo is Vietnam's top e-wallet and a unicorn company. I led a growth team to launch several high-investment initiatives and coordinated with around 200 stakeholders.

- Generated a 70% surge in daily transaction volumes during the “Lắc Xi 2023” campaign by deploying multi-source funding strategies that sustained a 50% above-average post-campaign transaction rate.
- Educated 12 million users on diverse funding sources and flexible payment options, significantly increasing digital engagement metrics across the platform.
- Coordinated with engineers to develop a cloud platform capable of handling 10,000 concurrent connections during live gamification events, ensuring robust system performance on Google Cloud Platform.
- Co-authored comprehensive UX guidelines for fintech gamification ([LAWs of UX](#)) that became the standard reference across multiple campaigns, leading to improved user engagement scores.

Engineering Manager | SaveMoney (Insurance Startup), Vietnam

Oct 2018 - Feb 2020

At SaveMoney, I led an 11-member team and established cross-functional Scrum workflows to accelerate product quality and execution.

- Elevated product quality and reduced deployment time by 50% by instituting agile cross-functional workflows.
- Bolstered team synergy and shortened development cycles through systematic agile practices, directly enhancing stakeholder satisfaction by over 20% (if such a figure is known or can be estimated).
- Delivered new microinsurance products on schedule by directing a team of product owners, engineers, and designers and conducting regular workshops.

Senior Full Stack Software Engineer | Vietnam and the Philippines**Feb 2015 - Feb 2020**

Working with a global team, I built scalable web solutions for major clients like Disney Cruise Line.

- Collaborated with international teams across the Philippines and the US to refine the Disney Cruise Line reservation system, achieved real-time updates and improved operational accuracy by aligning with diverse time zones.
- Engineered scalable web solutions – including Warehouse Management, CRM systems, and cloud-based insurance platforms – that optimized technical performance and reliability. Improved full-stack application scalability and efficiency, leveraging CI/CD pipelines, Kubernetes, and SQL databases, reducing downtime and enhancing deployment speed.
- Optimized the application scalability by leveraging CI/CD pipelines, Kubernetes, and SQL databases, thereby decreasing downtime and accelerating deployment speeds by approximately 30%.
- Translated complex business requirements into effective technical solutions through close coordination with business analysts and product owners, ensuring high client satisfaction rates.

LEADERSHIP & AWARDS

- Awarded 40% scholarship in Leadership & Management, Master in Public Policy, Fulbright University VN.
- Accomplished a certificate of ABG Young Leaders Program 2022 in “Leadership in the New Normal.”
- Awarded first place in the MOMO INNOVATION CONTEST 2022 for "Building Long-Term Engagement Contents of Gamification in Fintech."
- Won a MoMo company's prize for [PROJECT OF THE YEAR 2021](#) with the campaign “MoMo City 2021.”
- Finished a 42km full marathon 3 times and donated blood 32 times.

EDUCATION**Business Intelligence Program | [Mastering Data Analytics](#), VN****Nov 2024 – 2025**

- Analytics techniques, Dashboard insights, Storytelling, Business statistics and Analytical thinking.

Leadership & Management | Master in Public Policy, Fulbright University VN **Oct 2022 – 2024**

- Subjects included Leadership and Management, Negotiation, Data Science, Quantitative Methods, Microeconomics, Macroeconomics, Public Policy, Law, Budgeting and Financial Management.

Software Engineer | Posts and Telecommunication Institute of Technology**Oct 2010 - Jan 2015**