

# Senior Product Designer · UX/UI lead KHANH, QUOC TRINH

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I've been a UX evangelist since 2015 and, for over 5 years straight, continuously thrived in becoming an expert in tech product field. My aim is not only to see the products I develop achieve success, but to ensure that users truly love them.

## Sr. Product Designer

**CRIF** (recruited by Axon Active VN) · Sep 2021 - Mar 2025

CRIF AG, a Switzerland-based client, is a global company with 6500+ professionals, specializing in business information reporting, analytics and digital services.

Axon Active VN, a part of the Swiss AXON Corporation with 800+ international employees, specializes in Agile software development, testing, and IT services.

During my period of contribution and growing expertise, I was entrusted with key decision-making roles—**serving as a UX Strategist and Product Lead Designer**—followed by:

1. **Coordinated the development** and maintenance of the CRIF product ecosystem, which consisted of multiple applications, with a core focus on UX, UI, and long-term business growth.
2. **Assisted my direct manager** (PO) and Scrum master in leading communications during stakeholder discussions and coordinating efforts within cross-functional teams.
3. **Engaged in daily debates** and validations of my new design with Heads and the PO from other teams, demonstrating its beneficial potentials not only for CRIF products but also in revitalizing their customer experience, so that it makes the company's image more positive and dynamic.
4. **Mastered the development process** in a solo role by independently executing responsibilities without immediate support, consistently delivering high-quality, requirement-fulfilling outcomes on schedule and strong commitment to professionalism.
5. **Comprehensively audited the outdated designs**, optimized the UX/UI, and enhanced product functionalities, ensuring a responsive web design experience for both mobile and desktop platforms.
6. **Design System as a Service — Developed 2 extensive, high-efficiency UI libraries implemented across 9 applications in the ecosystem**, and introduced a new collaborative strategy that streamlines workflows while leveraging teamwork among teams.

Other exp:

- Transformed brand personality and experience, and established a new design style direction.
- Conducted in-depth research on the top Angular, Vue, and REST API testing frameworks, thoroughly analyzing their core benefits to align with business needs and stakeholder requirements.
- Elaborately documented all essential information, enabling clients to enhance efficiency and save both time and effort; This was achieved by mapping, capturing, recording, reporting, and presenting details in clear and concise written formats.
- Facilitated brainstorming and solution-planning sessions while offering innovative recommendations to improve product design and UX.
- Proactively drove project implementation, swiftly resolving issues to ensure continued progress.

## HIGH-LEVEL SKILLSET:

**Design Management** — Managed design assets for efficient collaborations and seamless knowledge transfer; Ensured secure and easy access to resources; Pursued high standards of design quality.

**Project Management** — Settled ultimate goals, needs, what best for deliverables, limited available resources; Detected potential UX/technical issues.

**UX Writing** — Created content for no-reply email, user onboarding, interfaces, feature promotion,...

**Strategic Thinking & Planning** — Established best possible ways of applying Design system among projects.

**Conflict Resolution / Emotional Management** — Dealt with tension and neutralized stressful debates; Managed good relationships with any stakeholders.

**Market Analysis / Business Acumen** — Former co-founder of a furniture retail business startup, in charge of project operation.

**Training & Mentoring** — Experienced as a knowledge-sharing blogger, a senior mentor of a few good mentees.

## OTHER SKILLS:

- UX/UI design, Responsive web design, Mobile design, Wireframing, Interactive prototype;
- Graphic design, 3D modelling, Hand-drawing;
- Teamwork, Multitasking, Research, Analysis, Communication;
- English proficiency of professional;
- Scrum, AI-applied, Documentation, HTML & CSS coding entry-level;
- Tools: Figma, FigJam, Webflow, Adobe's, Corel's; Jira, Clickup, Slack, MS Offices, Google's,...

## UX/UI Designer

OooLab

Jun 2020 - Aug 2021

OooLab is an emerging US-based tech company recognized as one of the top 50 in Southeast Asia, providing e-learning solutions and educational services tailored for K-12 students, universities, learning centers, and B2B clients. For records, OooLab partners with notable clients like Elsa, Level Lingo, Apollo, Pham Nguyen,...

### Project 1: Learning Management System (LMS) (in-house product)

- Redesigned CRM to improve usability, aesthetics, workflows, and the UX.
- Comprehensively developed a new style guide that aligned seamlessly with the brand image and personality.
- Supported user acpt. testing progress, observed and validated the improvement suggestion checklist.
- Developed new app designs from scratch for:
  - Admin (booking system, class operation, real-time tracking,...)
  - Teachers prototype (user profile, class streaming, benchmark,...)
  - Learners & their parents (dashboard, history, virtual class, Edapp,...)

### Project 2: LMS (outsourcing for Apollo English educational organization)

- Requirement input: Raw data of feature checklist and hand-sketched drafts by PM.
- Transformed input into fully functional UX flows and delivered the required UI layouts with precision and efficiency.

### Project 3: Content Management System (in-house product)

- Iteratively optimized UX & UI through every sprints, ensuring continuous improvements and alignment with user needs.
- Collaborated with the UX designer and development team to ensure prototypes met expectations and stakeholder requirements. Including features: Authentication, Workspace management (tool for admin), Text editor (WYSIWYG of H5P)

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## UX/UI Designer & Graphics

Dr.OH, One Health

Jul 2019 - Mar 2020

Dr.OH, an affiliate of One Health Group, is a health tech company specializing in integrated solutions for the healthcare, medical, and wellness sectors. The company focuses on developing applications tailored for hospitals and private clinics in Vietnam.

- Developed 2 new processes for booking health examination appointments with doctors on-site, ensuring user-friendly UX tailored to target customers.
- Redesigned a native mobile app and 2 websites, ensuring consistent alignment with the brand personality.
- Explored the healthcare services sector by analyzing competitors' business models and design patterns to identify intersection zones. Anticipated trends, reinforced core strengths, and addressed weaknesses to refine strategic positioning.
- Planned information structures and content divisions to ensure PR executives effectively utilized and integrated their components.
- Researched and analyzed Google Analytics data to identify system inefficiencies. Directly reported findings to marketing Head for evaluating advertisement operations, resource allocation, user needs, and prior functionalities.
- Assisted marketing managers on engaging consumer behavior journeys to strengthen and enhance campaign effectiveness.
- Provided graphic materials for print and online marketing campaigns, as well as improved interior layout designs for office and clinic spaces.

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## Architectural Assistant

Habitat for Humanity Vietnam (NGO)

Mar 2018 - Sep 2018 (Intern)

Habitat for Humanity is a nonprofit housing organization actively working within local communities in over 70 countries worldwide, striving to help individuals and families in need to build decent, safe and affordable homes, fostering sustainable communities.

- Successfully completed the design, detailing, and processing of architectural drawings for the year-long project within the scheduled timeline
- Designed 2D & 3D graphics to support communication campaigns, providing technical documents with clear and visible appeal.
- Recreated the general site and floor plans from outdated building profile papers, accelerating the progress of event location pre-investigation.
- Translated engineering informational documents to update reports and secure approval from the head of the department.
- Coordinated with the Japanese group and associated with service providers to deliver a memorable philanthropy trip experience.
- Supervised the on-site construction team, ensuring proper techniques and workplace safety standards. Successfully took the responsibilities of the lead engineer during their absence, maintaining project continuity and quality.

## Head of Project

### Myrbey JSC

Apr 2021 - Jun 2024

Myrbey is a startup firm specializing in designing furniture and interior accessories. Our mission is to bring differentiated value to enhance user experience through integrating numerous innovative technical solutions and technologies.

- A co-founder and founding member
- Established and led a team of 4 professionals.
- Managed business activities and operations across various functions, including manufacturing, partnerships, outsourcing, finance, sales, marketing, and product design.

#### Project: Furniture design and retail

- NoNewSpace is a brand by Myrbey that specializes in high-performance furniture with a modern minimalist style, enabling more advanced features. The designs are developed for flexibility across various interior spaces and are specific to RTA (ready-to-assemble), known as knock-down furniture.
- Referral: [www.nonew.space](http://www.nonew.space)

## Freelance Designer

Apr 2015 - Jul 2019

- Designed media publications and printed materials.
- Provided architectural and interior design services.

## Mentor & Writer

### Tutoriux

Aug 2023 - Present

- As a mentor, I provide guidance and lead my mentees through their growth process.
- As a writer, I support newcomers and juniors by sharing my story, professional knowledge, and self-study experience in UX/UI design.
- Known as: Lance Khổng Văn

Blog post: [tutoriux.substack.com](https://tutoriux.substack.com)

Community of learners: [facebook.com/groups/learn.ux](https://facebook.com/groups/learn.ux)

## EDUCATION

Civil Architecture, HCM University of Technology · 2014 - 2019

### Extracurricular

- Active member of the English and Art Sketch clubs (2014 – 2016)
- Volunteer, Green Summer campaign (2015)
- Welcomed Korean students from Jeonju University (2017)
- Collaborated with faculties to support student events

### Achivements & other runs

- Architectural faculty scholarship (2016)
- English-speaking contest, 4th prize (consolation) (2016)
- Graphic design competitions
- For Pace Business Academy Scholarship, round 3/5
- For ASEAN-Japan Program, round 2/4

## CERTIFICATIONS & COURSES

- Coding in HTML & CSS, Udemy
- Agile Training, Axon Active
- Fit for Scrum, Axon Active
- Human-Computer Interaction, Interaction Design Foundation
- Architectural Concept Imagination, edX Harvard

## PERSONALITY

- Open-minded
- Humorous
- Ambivert (flexible in social settings)
- Wanderlust
- Anti-smoking
- Enjoy writing & planning
- Lifelong learner, curious for understanding