Hoa Lam

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EDUCATION

Ho Chi Minh City University of Economics   **2017 – 2021**
BA in International Business
(GPA: 3.2/4.0)

PROFESSIONAL EXPERIENCE

Bosch Digital Vietnam   **Jan 2023 – Present**
Software Engineer – Frontend, Backend, Extended Realities
- Executed web tracking implementations for the Power Tools application, utilizing Tealium iQ, Google Tag Manager, and Google Analytics to manage event tracking. Mapped event specifications for marketing campaign websites, ensuring accurate data collection.
- Developed and maintained the Phase Out Application for 7 months, using Angular, Spring Boot, and MySQL to manage proposal processing for Power Tools production. Engineered a workflow system where proposals progressed from submission to multi-region approvals, culminating in general final approval. The application is actively used by Bosch factories worldwide.
- Initiated and led the Virtual Office project, conceiving and developing an XR-based solution for Bosch. The project consists of three modules: Virtual Exhibition, Meeting Room, and Job Fair. Presented the project to the Department Head and CTO, where it was recognized as a great idea and solution. This recognition led to the establishment of the Metaverse Lab, funded by the department's investment budget.
- Currently leading a 10-member team in the Metaverse Lab, overseeing the development of internal XR applications for Bosch. Designed and managed projects, including factory training simulations, Bosch exhibitions, virtual showrooms, and mobile-accessible meeting room guides.
- Contributed for 1 year to the AOI Studio project as a Frontend Developer, developing and enhancing web applications using React, Jest, React Query, TailwindCSS, Webpack, and Azure MSAL. Integrated frontend components with backend services by collaborating with backend teams and data scientists in Germany. Translated Figma designs into fully functional web applications in partnership with UI/UX designers.
- Led and participated in internal tech talks and workshops, sharing knowledge on emerging technologies, best practices, and tools.
- Developed a video summary chatbot using LLM, RAG in the department's AI program in 3 months, securing first place. Utilized Python, Flask, and React to build the proof of concept.
- Delivered a Survey Application for internal departmental use within 3 months, serving over 500 associates. Applied Angular, Spring Boot, Azure, and Docker to construct and deploy the application, contributing to the department's advanced web development initiatives.

Bosch Global Software Technologies Vietnam   **Mar 2022 – Jan 2023**
Software Engineer – Frontend, Backend
- Contributed to the Bosch Remote Diagnostics project for 6 months, developing customer solutions using React.
- Developed an HR Chatbot application for BGSW Vietnam colleagues for 6 months, leveraging React and Spring Boot to serve 3,000+ users. Integrated Azure MSAL, Web Apps, and AAD to enable SSO authentication and retrieve internal user information securely.
- Maintained the IT Service Help Desk platform for 3 months, ensuring smooth operations for internal users to raise tickets for facility-related issues and policy inquiries. Worked with Java, JSP, and jQuery to support system stability and bug fixes.

- Maintained the TPS (Travel Planning System) platform for 3 months, enabling employees to register business trips, submit travel details, and receive approvals for flight tickets and funds. Utilized Java, JSP, and jQuery to enhance system reliability.

DXC Technology   **Aug 2021 – Mar 2022**
Service Now Developer
- Engineered and customized ServiceNow applications to enhance operational efficiency and optimize user experience.
- Liaised with stakeholders to assess and translate business requirements into scalable technical solutions within the ServiceNow platform.
- Spearheaded the development of over five tailored applications, catering to key clients across diverse industries.
- Designed and implemented dynamic, responsive user interfaces for ServiceNow applications using AngularJS and JavaScript, ensuring an engaging and intuitive user experience.

CyberSoft Academy   **Oct 2020 – Mar 2021**
Frontend Development Trainee
- Completed an intensive Frontend Development training program, mastering modern web development with ReactJS and Angular, responsive design, and API handling using Redux and Redux Toolkit.
- Built and deployed 20+ pet projects, ranging from small to large-scale applications, gaining hands-on experience in frontend development.
- Engaged in mock interview sessions with FPT Software and DXC Technology, enhancing technical and problem-solving skills.

SKILLS & INTERESTS

Technical Skills: TypeScript, JavaScript, Java, Python, React, Angular, React Query, Jest, SQL, PostgreSQL, MySQL, Microsoft SQL Server, HTML, CSS, Sass, Spring Boot, Metaverse, Unity, Figma, Git, GitHub, Flask, FastAPI, Jupyter Notebook, Pandas, Numpy, Sqlite, Postman, Docker, Azure Web Service, LLM, RAG
Soft skills: Creative Thinking, Problem Solving, Interpersonal Communications, Team Working
Interests: Lego Building, Music Performance, Solving Puzzles, Photography, Strategic Board Games, Traveling

LEADERSHIP & VOLUNTEER EXPERIENCE

Metaverse Team   **Jan 2025 - Present**
Core member & Lab Lead
- Proposed and initiated the Metaverse initiative at Bosch Vietnam, which previously had no active projects in this domain.
- Initially formed and led a three-member team, bringing together expertise in Unreal Engine, Blender, and Unity, to develop a functional PoC called Virtual Office.
- Developed and showcased Virtual Office to the Department Head and CTO from Germany, gaining their support and investment.
- Secured funding and facilitated the establishment of a Metaverse Lab, where I was nominated as Lab Lead, overseeing research and development.

Bosch Talent Club   **Jan 2023 – Present**
Guitarist & Vocalist
- Performed at company events, enhancing team morale and delivering engaging entertainment experiences.

- Coordinated with team members to organize and rehearse performances, strengthening collaboration and teamwork skills.
- Represented the company at external events, promoting corporate culture and showcasing talent.

Bosch CSR Event   **Sep 2023 | Sep 2024**

Organizing member
- Assisted in organizing and managing the department's booth, handling sales of books, gifts, and healthy sweets.
- Contributed to fundraising efforts, helping generate significant donations for underprivileged children, demonstrating a strong commitment to community service.

UEH University   **Nov 2018 – Nov 2019**

Head of Advanced Guitar Group
- Led a guitar performance group as the lead guitarist, organizing rehearsals and performances.
- Taught new members basic and advanced acoustic guitar techniques, fostering skill development.
- Guided members on stage presence and live performance techniques, enhancing their confidence and professionalism.

HONORS & AWARDS

Professions:
- Best Performer – Outstanding Work Performance in 2024
- Innovator – Bosch Significant Metaverse Solutions Leading Inspiring Change in 2023
- Best Project Team – In Recognition of Excellent Delivery in 2022

Extracurriculars:
- Third place – UEH University Talent Competition 2018 (Singing)
- Gold Medal – Ho Chi Minh Municipal Air Men's 10m Rifle Tournament 2017

CERTIFICATIONS

Language: 865 TOEIC Certificate
Computer Proficiency: Microsoft Azure 900 | CI3 Digital Literacy Certification