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

- **PT Web Tracking | E-Commerce**
  Executed web tracking implementations for the Power Tools application
  Technologies: Javascript, Tealium iQ, Google Tag Manager, and Google Analytics.
  Responsibilities:
  - Mapped event specifications for marketing campaign websites, ensuring accurate and comprehensive data collection.
  - Developed and implemented JavaScript-based solutions to deploy tracking tags across various touchpoints.
  - Analyzed Google Analytics 4 Reports to extract user insights and optimize campaign performance.
  - Authored and maintained internal documentation, including tagging guidelines, best practices, and implementation notes to ensure consistency and maintainability.
  - Configured JavaScript extensions to streamline the consent management process on websites.

- **Product Phase Out Management System | Manufacturing**
  Technologies: Angular, Spring Boot, MySQL, Bosch Private Cloud, Jira, Swagger, OpenAPI
  Responsibilities:
  - Developed new features, maintained, and enhanced functionalities based on customer change requests such as APIs implementation with DDD approach, engineered email sending and job scheduling features in Spring Boot.
  - Deployed frontend and backend code through Bosch Private Cloud for QA and production environments.
  - Collaborated seamlessly with testers to ensure application quality.
  - Reviewed pull requests and engaged in peer coding sessions with colleagues.
  - Participated in demo meetings with customers, as well as Scrum and Agile ceremonies.
  - The application is actively utilized by Bosch factories across Central Europe and China.

- **AOI Studio | Manufacturing**
  Technologies: React, Jest, React Query, Material React Table, React Plotly, TailwindCSS, Webpack, Azure MSAL, Miro, MkDocs, Docusaurus, Swagger, OpenAPI, Confluence
  Responsibilities:
  - Collaborated with backend teams and data scientists in Germany to develop and optimize application features.
  - Translated Figma designs into fully functional web applications in partnership with UI/UX designers, ensuring a seamless user experience.
  - Engaged in peer coding sessions and conducted thorough code reviews to maintain code quality.
  - Authored and maintained internal development documentation, covering best practices, package installations, and implementation notes.
  - Implemented unit testing with Jest using a Test-Driven Development (TDD) approach.

- Presented work in demo meetings to stakeholders and factory data scientists, showcasing progress and key insights.

- **Virtual Office – Metaverse**
  Technologies: Unity, C#, Blender, Oculus, Meta Quest, Microsoft HoloLens, Unreal Engine, Docupedia, Confluence
  Responsibilities:
  - 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.
  - Led and participated in internal tech talks and workshops, sharing knowledge on emerging technologies, best practices, and tools.

- **SWD-AI Training | EdTech**
  Technologies: React, Python, Flask, LLM, RAG, Hugging Face, Hugging Chat, Open AI APIs, Meta Llama.
  Responsibilities:
  - Engineered a video summary chatbot for the department's AI program as a Fullstack Developer, contributing to enhanced user experience and functionality.
  - Achieved first place in the department's solution project competition, recognized for delivering an innovative and impactful solution.

- **SWD-Survey | Business**
  Technologies: Angular, Spring Boot, Azure, Docker, Swagger, OpenAPI
  Responsibilities:
  - Led the development and delivery of a Survey Application as Frontend Developer Lead, serving over 500 associates for internal departmental use.
  - Assigned and delegated tasks to other developers, coordinated daily meetings, and facilitated discussions with team members.
  - Engineered, constructed, and deployed the application, ensuring timely delivery and optimal functionality.
  - Recognized as the top contributor to the department's advanced web development initiatives, earning accolades for outstanding performance.

Bosch Global Software Technologies Vietnam   **Mar 2022 – Jan 2023**
Software Engineer – Frontend, Backend
- **Bosch Remote Diagnostics | Manufacturing & Customer Service**
  Technologies: React, Azure, Confluence, .NET
  Responsibilities:
  - Engineered new features, addressed change requests, and resolved bugs to improve application performance and user experience.
  - Developed and maintained robust APIs to support seamless integration and functionality.
  - Earned recognition as the Best Project Team in 2022 for outstanding performance and innovative solutions.

- **HR Chatbot | HRTech**
  Technologies: React, SpringBoot, Azure MSAL, Azure Web Service, AAD, LDAP Service
  Responsibilities:
  - Engineered features for BGSW Vietnam colleagues, serving over 3,000 internal users with enhanced functionality and usability.
  - Collaborated closely, conducted peer coding sessions, and performed code reviews with fellow developers to ensure high-quality code.
  - Partnered with the HR department and AI team to gather requirements and align development efforts with business needs.

- **BGSV IT Service Help Desk | IT Service**
  Technologies: Java, JSP, and jQuery
  Responsibilities:
  - Maintained the IT Service Help Desk platform, ensuring seamless operations for internal users to submit tickets for facility-related issues and policy inquiries.
  - Collaborated closely with the Product Owner (PO) and provided technical support to customers, resolving complex issues and improving user experience.
  - Partnered with teams to ensure system stability, implement bug fixes, and optimize platform performance.

- **TPS – Travel Planning System | HRTech**
  Technologies: Java, JSP, and jQuery
  Responsibilities:
  - Maintained and engineered new features for employees to register business trips, submit travel details, and receive approvals for flight tickets and funds, streamlining the travel management process.
  - Refactored applications to enhance code reliability and ensure clean, efficient code for improved maintainability and performance.

- **Core UAA – Utility Applications for Associates**
  Technologies: React, Spring Boot, Azure MSAL
  Responsibilities:
  - Engineered a portal for internal associates, enabling the use of various micro-frontend applications.
  - Collaborated with developers and gathered requirements from managers to ensure alignment with business needs.
  - Developed and maintained micro-frontend applications, including a Quiz App, enhanced functionality and user experience.

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: Music Performance, Solving Puzzles, Photography, Strategic Board Games, Traveling

LEADERSHIP & VOLUNTEER EXPERIENCE

Bosch Digital Competency Program   **Jan 2023 – Present**
Mentor and Contributor
- Participating Cloud training via AWS and Azure – 2025 Competency Development Program
- Frontend Lead and Mentor for Survey Project – 2024 Competency Development Program
- Frontend Development Contributor – 2023 Competency Development Program

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
- 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