



# TRAN QUANG AI

UI/UX Designer



[linkedin.com/in/leolion](https://linkedin.com/in/leolion)



[aitran158@gmail.com](mailto:aitran158@gmail.com)



0968801157

## PROFILE INFO

Extensive experience across UI/UX Design and Product Management fosters a holistic perspective and strong product mindset. Proven ability to solve problems by collaborating effectively with cross-functional teams to devise and execute solutions.

Highly dedicated to user-centric design, focusing on uncovering user insights (JTBD) through various methods, including A/B testing and internal discussions for hypothesis validation.

## EXPERIENCE

### 2023-2024

NA.AI Studio

#### Founder

- Exploring and experimenting with AI solutions in design and creativity
- Consulting and developing technology products for companies in the Australian, US, and Vietnamese markets. Focusing on creating user interfaces for POS, CRM, and web/mobile app

### 2022-2024

Nhà thuốc An Khang & Bách hoá XANH  
(MWG: 13k employees)

#### Product Design Team Lead

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment.
- Create and manage the marketing budget, ensuring efficient allocation of resources and optimizing ROI.

#### ACHIEVEMENT

- DAU 200,000 (hit x2 traffic target in half year)
- Increased medicine categories revenue in October 2023 by 44.44%
- Help operate O2O (online to offline) chain of 500 stores with many flexible business models

## CERTIFICATIONS

- THE NEXTGEN CTO VIETNAM 2023-2024
- Duolingo English Fluency
- Google Analytics Certification (GA4, GTM)

## HONORS-AWARDS

#### ADOBE AWARD

#### ADAA 2017 Semifinalist

Annual awards for projects that achieve a lot of attention from the community and evaluation from Adobe experts for design quality

#### BEHANCE PORTFOLIO REVIEW 2017

#### Winning the UI Design category

The most impressive portfolio of 2017 voted by the Behance community, surpassing 50 other potential candidates. Organized by RIO Creative

## LANGUAGES

- English (fluent)
- Vietnamese
- Prompt (AI)



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## EXPERIENCE

### 2020-2022

VinHMS (Vingroup Corp: 50k employees)

#### PO & UI/UX Team Lead

- Oversee the entire design and quality management process for the hotel operations management platform. This includes: User Research, Design Thinking Process, Design System...
- Analyze and optimize user behavior to ensure the best possible adoption of the platform. This includes: user engagement metrics, A/B testing, data-driven recommendations to improve UI

#### ACHIEVEMENT

- Mobile operation App 11k daily active user (DAU)
- NPS = 65 overall hotel staff rating compared to the old software
- Digital transformation across the chain of 36 Vinpearl hotels and 5-star hotels in half a year

### 2018-2020

TIKI Corporation (4k employees)

#### Senior UI/UX of Seller Central

- Seller onboarding, Seller Product Listing, Product Quality, Seller Promotion, Product Ads
- Help seller success, protect customer trust, notification central (email, seller app, SMS)
- Roadmap Seller App
- Tracking user behavior, feedback sessions

#### ACHIEVEMENT

- Reduced rejection rate of new seller for sale from 56% to 17% help grow 5x seller at end of 2020
- Increasing the percentage of sellers participating in the discount program helps increase sales while recording an increase in CMV for Tiki up to 4 times in 1 campaign.
- Reduce seller violating from 68 to <30%/months

## EDUCATION

### ADVANCED DIPLOMA IN MULTIMEDIA

#### 2016-2018 | FPT University

Digital Communication and Media/Multimedia

### PRODUCT DESIGN (UI/UX)

#### 2017-2017 | Eggcademy

We apply leading scientific testing methods to develop products

### THE NEXTGEN CTO VIETNAM

#### 2023-2024 | CTO Academy

Learn from top CTOs and CEOs in Vietnam and in the CTO Network

## SKILL

- Project Management
- Public Relations
- Design System Thinking
- Time Management
- Leadership
- Effective Communication
- Critical Thinking



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## EXPERIENCE

### ■ 2017-2018

Burger Prints

#### UI/UX Designer of POD

- Research and design MVP product
- Partner Portal (order management, product listing, customs design...)
- Affiliate Portal (grow campaign)
- POD portal (manage suppliers, orders, campaigns)
- Analytics, UX testing

#### ACHIEVEMENT

- Reached 10k users in the first month, until now it is still operating well from the first design version
- Released the first Print on Demand product in Vietnam to reach the European and American markets, one of the leading companies in dropshipping

### ■ 2015-2017

Solazu & Shinway

#### UI Designer

- Collaborate closely with Product and Engineering to define and deliver product features.
- Design wireframes, flows, UI
- Define visual direction, art direction for product

#### ACHIEVEMENT

- 2 projects are featured in Behance's global UI/UX category (only impressive projects can achieve this title). 5 projects featured in other categories.
- Best-selling UIkit reaching 6000 purchases and downloads. All of my products are released as designs and sold well before finalizing them as WordPress Templates.

## VOLUNTEERING

SOSUB.ORG

#### Product Owner

A non-profit project that I joint cooperation. This is the product that we created <http://sosub.org>. The goal is to provide a social network that shares academic knowledge for vietnamese people. SOSUB stands for Social Subtile.

## SPEAKING

2017

#### Behance Portfolio Review

How to apply the design sprint process in UI development, helping to come up with creative concepts

2018

#### Google I/O 2018

How Google applies Material Design at the DLS layer, helping products to be easy to use and develop quickly, with fast release times

2023

#### Private Coffee Sharing

Use GA, Data Studio as Excel pivot table. How data is stored and how it works when implemented on the frontend (implementing data)



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## REFERENCE

### Mr. Nghĩa Lê

CTO of Tiki Corp

**Telegram:** @nghiale86

### Mr. Vinh Huỳnh

CTO of VinHMS

**Phone:** 098 5375359

### Mr. Tùng Jacob

Head of Product Department

**Phone:** 096 6870280

### Mr. Tịnh Nguyễn

Lead of Product Team

**Telegram:** @tinhospace

## PERSONAL PROJECTS

### Personal Blog

Write about my profession

**URL:** [aitran.super.site](https://aitran.super.site)

### Behance Portfolio

A place of splendid projects

**URL:** [be.net/leolion](https://be.net/leolion)

### Smarthome & Tech Blog

PET Project (Study & sharing)

**URL:** [geek.naai.studio](https://geek.naai.studio)

mà anh hôm qua coi lại phân tích thằng Ái làm về cái UI order... Anh thấy nó là designer best nhất trước giờ anh gặp ở TIKI thật. Cái đăng ký nhà bán trước nó cũng phân tích tì mỉ vãi

đợt tới có thêm người thì em sẽ làm cái seller scoring, và áp OVL trên scoring

bữa vừa nói xong

mấy cái bh seller khen, toàn là sản phẩm của Ái

mà hôm nay designer mới, so sánh cái cũ với cái mới, mới thấy nó làm hay, từ hiển thị status thế nào, information gì, các nút bố trí, màu sắc highlight

đúng là có compare mới thấy nó làm tốt thế nào

TIKI talks about me

**Tinh Nguyen** · 1st  
Founder at Lapa Ninja  
April 25, 2024, Tinh managed Ai directly  
All LinkedIn members  
On

Ai is an exceptional project manager with a talent for creating roadmaps and driving product growth. Beyond being fun and personable, Ai is known for his strong work ethic. He consistently meets deadlines and communicates effectively with all team members. His dedication and passion for his work are truly admirable. Collaborating with Ai has been a delightful experience, and I am grateful for the wealth of knowledge and experience he brings to the team.

**Phuong Le** · 1st  
Product Owner  
February 21, 2023, Phuong reported directly to Ai  
All LinkedIn members  
On

Mr Ai is a good product manager and supportive leader. As a member of Ai's team, he made me feel comfortable asking and discussing all my problems at work. He gave me many valuable tips to help me develop and expand my knowledge of Product Management. I was impressed with his passion for work and leadership style.

**Kien Tran** · 1st  
Senior Software Engineer  
March 3, 2020, Kien reported directly to Ai  
All LinkedIn members  
On

I work together with him 1 year. He grow up very fast. He is the best UI/UX designer and He is a good product manager. He always listen opinions from team member and found the best easy solution for Dev. I really lucky when worked with him

Best wishes from colleagues