

# MARK DUC NGUYEN [Master Resume]

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## EXPERIENCE

**JexTrade** (A cutting-edge prediction market startup leveraging blockchain technology)

**Chicago, IL**

**Product Lead**

Jan 2025 – Present

- Spearheaded the end-to-end development and launch of an internal analytics platform and MVP trading interface in 3 months, aligning GTM, design, and engineering teams
- Built onboarding flow and usage analytics dashboard for internal stakeholders to evaluate product performance and prioritize iterations
- Drove early user adoption strategy, growing active user base with zero paid marketing

**RUCKUS Networks** (Global network infrastructure leader with \$9B annual revenue)

**Sunnyvale, CA**

**Product Marketing Manager Intern**

May – Aug 2024

- Created a holistic rubric to evaluate RUCKUS's marketing performance across key areas (key messaging, sales collateral, channel partner program, digital marketing, etc.), providing a structured framework for ongoing performance tracking
- Conducted 30+ stakeholder interviews and analyzed 250+ marketing materials to develop a comprehensive competitor analysis across 5 key markets, benchmarking RUCKUS's marketing activities against 5+ major competitors (Cisco, HPE/Aruba, etc)
- Presented a marketing strategy with 16 key product use cases to RUCKUS leadership, driving impact across a \$115M revenue stream

**MoMo** (Top 50 global Fintech startup with \$2B valuation and 31M+ mobile users)

**Ho Chi Minh City, Vietnam**

**Group Product Manager, Growth & Digital Credit**

Sep 2022 – Jul 2023

- Managed financial service product lines (AI-powered Digital Lending, Pay Later, Credit Score) while leading and mentoring a 5-person product team in frameworks for user research, market analysis, data-driven analytics, and A/B testing
- Proposed a product strategy for Digital Lending products by analyzing industry trends and user preferences, resulting in the adoption of 1.5M loan borrowers, reaching \$170M loan book and 180% YoY revenue growth [which was the fastest revenue-growth product of H1 2023 company-wide]
- Presented a GenAI chatbot for Pay Later product to the C-suite, resulting in a 40% reduction in customer support efforts and a 10% boost in customer acquisition
- Led cross-functional teams to build a customer data platform that enabled personalized advertising, covering 70% user base & boosting marketing efficiency 15%
- Defined and executed the Gen Z growth strategy for MoMo's digital credit card; Conducted customer segmentation and led product redesign, resulting in the adoption of 1.5M users, reaching \$170M loan book and 180% YoY revenue growth
- Partnered with marketing to launch influencer campaigns, university activations, and cross-promotions with e-commerce platforms to drive card usage and funnel velocity
- Built custom underwriting logic for thin-file users using alternative data (GPS, purchasing behavior), doubling Gen Z approval rate
- Launched retention features including gamified usage behavior, flexible repayment, cash-back campaigns, and e-commerce integrations (TikTok, Lazada), driving a 40% increase in monthly active users
- Designed and launched a Generative AI chatbot to automate customer interactions, reduce customer support costs by 30% and improve acquisition by 10%

**Trusting Social** (Leading AI/Fintech startup backed by Sequoia Capital, \$214M in funding)

**Indonesia & Vietnam**

**Senior Product Manager, Lending & Identity Platforms**

Nov 2018 – Sep 2022

- [Digital Identity Verification Platform]
- Led the end-to-end development of a 0-to-1 B2B2C digital identity verification and onboarding platform featuring 20+ AI models, adopted by 25+ banks and Vodafone India (telco, 212M subscribers) to enable seamless credit card and loan approval and onboarding, serving 20M+ users and generating \$6M ARR. This new product line also helped the company to diversify its revenue streams
- Partnered with Telkomsel (Indonesia's largest telco, 156M subscribers) and VIB Bank to launch AI-powered instant lending and credit card platforms, leveraged 1B+ credit scores to issue 200K credit cards and achieve 5x conversion rate uplift (the product is the first of its kind in the market)
- Customer acquisition platform: integrated with e-commerce (Sendo, Tiki, Grab) & e-wallets platforms

- Led architectural decisions and drove the adoption of lightweight on-device AI models, resulting in a 24% reduction in Google Cloud costs and a 20% increase in acquisition funnel conversion
- Pitched & secured \$1M investment to build innovative features (video eKYC, face ID authentication), increasing revenue by 10%
- Collaborated with Sales and Marketing to deliver pitches about AI-powered banking digitalization solutions in strategic meetings with 25 top banking leadership teams in Vietnam
- ...
- Built a structured onboarding and integration playbook for client business and technical teams, accelerating time-to-implementation and ensuring smooth adoption of internal tools and APIs
- Advocated for customer feedback in product development by synthesizing sales insights, user interviews, and partner requirements into business cases and product roadmaps
- Partnered with Engineering and UX to launch scalable onboarding workflows and integration toolkits, improving partner satisfaction and reducing technical support escalations by 30%
- Led internal training sessions with client success and GTM teams to ensure consistent messaging and effective enablement during new feature rollouts
- [Program management]:
- Produced project artifacts including implementation plans, risk logs, KPIs, and post-launch evaluation reports
- Monitored progress, tracked issues, and drove resolution across Product, Data Science, and Engineering teams
- Created client onboarding guides, integration documentation, and led client training to support smooth adoption

**Zalo Group, VNG** (Largest social network & messaging mobile app in VN with 100M+ users) **Ho Chi Minh City, Vietnam**  
**Product Manager, Growth & Messaging Platform** Jun 2016 – Nov 2018

- Identified the growing demand for collaboration apps and defined the product vision for Zalo for Work, targeting SME workplace communication and collaboration
- Developed strategy and annual roadmaps and led cross-functional teams to innovate and grow Zalo for Work, making it Vietnam's #1 workplace communication tool and doubling the user base to 10M+ in 8 months
- Pioneered initiatives to develop Zalo for Work by synthesizing insights from 10+ expert interviews, 120+ user interviews, analysis of in-app user journey, and competitive landscape
- Designed innovative features based on user insights, including Zalo Personal Cloud and collaboration tools for group chats such as group calendars, task management, notes, large file sharing, and pinned messages
- Boosted team productivity by 30% by adapting the OKR planning and prioritization framework and reduced 50% development efforts by convincing the engineering team to rewrite the entire desktop app from Windows Forms to the Electron framework

## EDUCATION

**Indiana University, Kelley School of Business** (Top 20 U.S. MBA Program) **Bloomington, IN**  
**STEM MBA, Marketing & Strategy, GPA: 3.7** May 2025

- Recipient, Merit Fellow Scholarship; Consulting Academy; GPA: 3.7
- 1st place - Elevate Ventures Challenge; 3rd place - Deloitte National Case Competition
- MBA Strategy Consultant for Schneider Electric: Designed a GTM strategy for entering the Gigafactory market

**Texas A&M University, Department of Computer Science** **College Station, TX**  
**M.S., Computer Science, AI/Machine Learning Focus** May 2015

- Conducted advanced research on Social Network Analysis at InfoLab with Dr. Caverlee

**Hanoi University of Science & Technology, Department of Computer Science** **Hanoi, Vietnam**  
**Bachelor of Engineering, Major in Software Engineering** May 2011

## TECHNICAL & DOMAIN SKILLS

- Product-Led Growth | Consumer Credit Products | Lending UX | Acquisition Strategy | Conversion Optimization | A/B Testing | Funnel Analytics | SQL | AI/ML for Credit | UX Research | Stakeholder Alignment | Fintech Regulation (KYC & Underwriting)
- Technical Skills: Python, R, SQL, Tableau, Data Analytics, APIs, LLMs, GPT, Cloud SaaS, UI/UX, Predictive Models, SPSS, JIRA, Figma, Scrum, Hotjar
- GenAI & AI Agent: Lanchain, Make.com, OpenAI's APIs; Advanced: Generative AI for Developers Learning Path by Google