# GREEN LE

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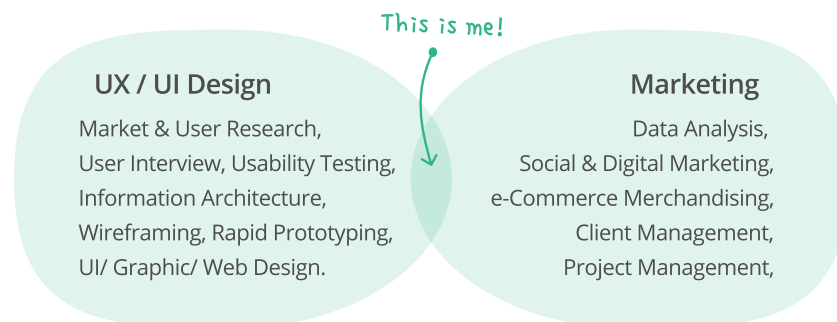✉️ legreen114@gmail.com

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> *With a comprehensive knowledge in UX/UI Design and 5 years of experience in Content Marketing, Research and Data Analysis, I bring a perfect combination of design thinking approach, sharp business mindset and excellent communication skills through intuitive products as well as valuable experiences I have created for a number of people around the world.*

## 💼 EXPERIENCE

**UX Researcher (Placement)**
*Glen Dimplex Americas, Ontario, 1/2020 - now*

• Conduct user research for Canada and US fireplace markets; build user personas; capture insights, analyze consumer data for 5 electric brands in a 3-member team.

**Online Visual Merchandiser**
*OnPoint e-Commerce, Vietnam, 2018 - 19*

• Designed campaign microsite wireframes; conducted website audit; tested mockups, prototype for 6 e-Commerce stores of Unicharm Corp.
• Collaborated with members in Business Dev, Customer Service, Media, Logistics to manage campaigns on 5 e-Commerce platforms.

**Content Specialist**
*Chopp Ltd. Vietnam, 2017 - 18*

• Consulted clients, enterprise sellers in user experience best practices for their e-Commerce store visual design.
• Established Content Guideline, creative direction and campaign templates.

**Digital Media Executive**
*VIP Worldwide, United Kingdom, 2015 - 16*

• Analysed social data/metrics, insights, best practices for 3 luxurious hotels
• Designed online marketing materials for social media campaigns.

**Product Marketing**
*QUp World Inc, Vietnam, 2013 - 14*

• Developed sketches, wireframes, prototypes, user flow for QUp Taxi and other SaaS projects.

## ⭐ SKILL SET

This is me!

### UX / UI Design

Market & User Research,
User Interview, Usability Testing,
Information Architecture,
Wireframing, Rapid Prototyping,
UI/ Graphic/ Web Design.

### Marketing

Data Analysis,
Social & Digital Marketing,
e-Commerce Merchandising,
Client Management,
Project Management,

## 🔧 TOOLS

| Design | Marketing |
|---|---|
| Adobe XD | Google Analytics |
| Figma | Google Suite |
| Invision | Microsoft Office |
| Marvel | Hootsuite |
| Photoshop | Sprout Social |
| Illustrator | Trello |
| HTML/ CSS | |

## 🎓 EDUCATION

**Post-grad, Interaction Design**
Conestoga College, ON, CA
*GPA: 3.85

**MSc., Advertising & Marketing**
Hull University Business School, UK
*Graduated with Distinction

## 🌐 GLOBAL VOLUNTEER

• **Course Lead** EF Education First, US, Australia and Singapore (2016 - 17).
• **International Delegate** JENESYS Economics, Tokyo & Osaka, Japan (2016).
• **Course Representative** Hull University Business School, UK (2014 - 16).

## 😃 PERSONALITY

• A self-motivated collaborator who really enjoys 360 feedback.
• Highly organized with "spread-sheet thinking".
• Embrace experimentation and initiatives, "fail fast and learn faster".