



TRUONG THI HONG THAO

Product Designer – UX/UI Designer




Product Designer with nearly 5 years in design and 2 years in marketing, blending creative thinking with business strategy. I'm passionate about creating intuitive experiences that drive real results – boosting conversion rates by 160%+ and website traffic by 250%+ across E-commerce, SaaS, B2B2C, and AI products.

My approach: connecting user needs with business goals through smart, data-driven design.

"Good design is not just what it looks like – it's how it works and why it matters."

 Portfolio: thaotruong.vercel.app

CONTACT

-  0386798487
-  thaotruongdesign@gmail.com
-  Ho Chi Minh City

EDUCATION

- 2020 – 2021

NORDIC CODER
Major: Digital Product Design
- 2017

NHAT NGHE EDUCATION JSC
Major: Search Engine Optimization (S.E.O)
- 2014 – 2018

BANKING UNIVERSITY
Major: Marketing

CERTIFICATES

- TOEIC 735 (English Proficiency)
- Advanced Informatics Certificate
- Search Engine Optimization Certificate
- Digital Product Design Certificate
- UX Deep Dive: Usability Testing (Linkedin)
- Sketching for UX Designers (Linkedin)

SOFTSKILLS & LANGUAGES

- Adaptability

Critical thinking
- Problem-solving





Empathetic
- Meticulous

Time management
- Collaborative

Self-learning
- English

Vietnamese

HOBBIES

-  UX/UI Trends
-  Digital Illustration
-  Listening to Music
-  Travel

 **THAOTRUONG.VERCEL.APP**

EXPERIENCES

AEMI LIMITED LIABILITY COMPANY | PRODUCT DESIGNER

6/2022– 8/2025

- Aemi Ecom Platform

Supplier Portal

Seller tools

Dudu group buy App

- Key Achievements**
- Scaled platform users from 420 → 19,500 over 2.5 years through responsive redesign and landing page optimization.
 - Boosted yearly transactions from 54 → 9,623 by improving user flows, IA, and purchase funnel UX.
 - Built a complete design system (UI guidelines, components, mascots, branding) improving consistency and delivery speed.
- Responsibilities**
- Led end-to-end design for B2B2C E-commerce platform: Supplier Portal, Seller Tools, and Dudu group-buying app.
 - Owned full product lifecycle: research, flows, wireframes, prototypes, usability validation, design handoff, and QA support.
 - Collaborated closely with C-level, engineering squads, marketing, and ops in Agile/Scrum workflows.
 - Ensured mobile–desktop consistency across multiple responsive products.

CDN SOFTWARE – FABOSHOP | UX/UI DESIGNER

3/2021 – 6/2022

- CDN App

CDN website

CDN live app

- Key Achievements**
- Designed core CDN App handling 300,000+ monthly orders.
 - Increased new user acquisition by 200% YoY via UX/UI improvements.
 - Led full company rebranding including logo, mascot, and product identity system.
- Responsibilities**
- Designed CDN App, CDN Live App, CRM/CMS platforms, landing pages, and corporate website.
 - Worked with PO, dev team, sales, and marketing to align design with business goals.
 - Delivered prototypes, UX flows, high-fidelity UI, and supported UAT/QA to ensure quality release.

ICHIP MEDIA & TECH – YOURTV GROUP MEDIA | SEO EXECUTIVE

2018 – 2020

- Digital Marketing & UX Integration:
- Delivered responsive websites, mobile apps, and branding systems with cohesive UX/UI design
 - SEO optimization, content creation, fanpage management, and analytics-driven insights
 - Notable clients: ZO® Skin Health Vietnam, Topsy Wine Bar, Hallo Tea, Piano app,...
 - Managed full project lifecycles from ideation to deployment with consistent on-time delivery

STRATEGIC DESIGN & RESEARCH

- User Research & Behavioral Analysis | Design Strategy & Systems Thinking
- Mobile & Web UX Design | Accessible Design Standards

TECHNICAL SKILLS & TOOLS

- Design: Figma (Advanced), Adobe Creative Suite, Framer, Webflow, Procreate
- Wireframing & Prototyping: Figma, Protopie
- Research & Analytics : UserTesting, Hotjar, Google Analytics, Clarity
- AI-Enhanced Design: Figma AI, ChatGPT for UX Writing, Uizard
- Management tools: Jira, Confluence, Slack
- Development: Basic HTML/CSS

COLLABORATION & PROCESS

- Agile/Scrum Methodologies | Design Systems Development
- Stakeholder Communication | Cross-functional Team Leadership
- Design Handoff & QA | Design Operations (DesignOps)