




# TRUONG THI HONG THAO

## Product Designer - UX/UI Designer

Results-driven UX/Product Designer with 4+ years transforming complex business challenges into user-centered solutions that drive measurable growth. Proven track record of increasing conversion rates by 160%+ and website traffic by 250%+ through data-informed design strategies. Expert in end-to-end product design, user research, and cross-functional collaboration in Agile environments. Bridging user needs with business objectives through strategic design thinking and conversion optimization.

 Portfolio: [thaotruong.vercel.app](https://thaotruong.vercel.app)

### CONTACT

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-  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

### STRATEGIC DESIGN & RESEARCH

- User Research & Behavioral Analysis | Design Strategy & Systems Thinking
- Conversion Rate Optimization (CRO) | Growth Design & A/B Testing
- Cross-platform UX Strategy | Accessibility Compliance (WCAG 2.1)

### TECHNICAL SKILLS & TOOLS

- Design: Figma (Advanced), Adobe Creative Suite, Framer, Webflow
- Prototyping: Figma, Protopie
- Research: 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 QA & Handoff Optimization | Design Operations (DesignOps)

### EXPERIENCES

#### AEMI LIMITED LIABILITY COMPANY

6/2022- Present

Product Designer - Projects: Aemi Ecom Platform, Supplier Portal, Seller tools, Dudu groupbuy

Strategic Impact:

- Drove 160%+ conversion increase through comprehensive UX audit and redesign of B2B2C e-commerce platform
- Boosted website traffic 250% and user engagement 180% via optimized landing pages and user journey mapping
- Reduced development time 40% by implementing scalable design system with 50+ reusable components

Key Achievements:

- Led end-to-end redesign of supplier portal, resulting in 45% reduction in support tickets
- Designed and validated mobile-first checkout flow, increasing mobile conversions by 125%
- Established user research practice including bi-weekly usability testing sessions
- Collaborated with engineering teams to implement design tokens, ensuring 95% design-dev consistency

Business Impact: Platform now serves 19,500+ active users with 2.5x transaction volume growth  
Methodologies: Design Thinking, Jobs-to-be-Done Framework, Lean UX, Conversion Funnel Optimization

#### CDN SOFTWARE - FABOSHOP LIMITED LIABILITY COMPANY

3/2021 - 6/2022

UX/UI Designer - Projects: CDN App, CDN website, CDN live app

Brand & Product Transformation:

- Spearheaded complete brand identity redesign resulting in 35% improvement in brand recognition metrics
- Architected CDN application from ground up serving 300K+ monthly orders with 99.9% uptime
- Optimized user onboarding flow reducing drop-off rate by 60% through progressive disclosure principles

Key Deliverables:

- Designed responsive web applications for both B2B (Product Owners) and B2C (End Users)
- Created comprehensive design system with 80+ components ensuring cross-platform consistency
- Implemented user acceptance testing (UAT) protocols, achieving 95% first-pass design approval rate
- Scalability Achievement: System successfully handles 200%+ user growth year-over-year

#### ICHIP MEDIA AND TECHNOLOGY - YOURTV GROUP MEDIA

2018 - 2020

Marketing Executive

Digital Marketing & UX Integration:

- Designed conversion-optimized landing pages achieving 25%+ improvement in lead generation
- Created responsive cross-platform experiences for web and mobile applications
- Developed data-driven content strategies using SEO research and user behavior analytics
- Managed full project lifecycles from ideation to deployment with consistent on-time delivery