



# 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](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

### 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, Tipsy 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)



THAOTRUONG.VERCEL.APP