



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 greenfield projects in 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

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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

- English: Professional Working 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

TECHNICAL SKILLS & TOOLS

- Design & Prototyping: Figma (Advanced), Adobe Creative Suite, Protopie, Miro
- AI-Enhanced Workflow: Proficient in ChatGPT, Figma AI, Uizard to accelerate ideation, content writing, and design iteration.
- Design Operations: Design Systems, Agile/Scrum, Jira, Confluence.

COLLABORATION & PROCESS

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

MY PROJECTS

- Aemi Ecom Platform (B2B2C), Supplier Portal & Seller Tool (B2B), Dudu Group-buy web-app (B2C)
- Payfoxi - AI financial management app
- CDN App, website, live app (B2B)

EXPERIENCES

AEMI LIMITED LIABILITY COMPANY | PRODUCT DESIGNER

6/2022 – 8/2025

[Aemi Ecom Platform](#) [Supplier Portal](#) [Seller tools](#) [Dudu group buy web-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



THAOTRUONG.VERCEL.APP