TRUONG THI HONG THAO

Product Designer - UX/UI Designer

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

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

🌐 **THAOTRUONG.VERCEL.APP**

STRATEGIC DESIGN & RESEARCH

- User Research & Behavioral Analysis | Design Strategy & Systems Thinking
- 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

- Led end-to-end design for B2B2C e-commerce platforms, collaborating with C-level, engineering, and marketing teams in Agile environment
- Scaled website users from 420 to 19,500 over 2.5 years through responsive design optimization and strategic landing page creation
- Drove transactions from 54 to 9,623 year-over-year via enhanced UX/UI design and user experience improvements
- Designed supplier portal SaaS, B2C group buying app (Dudu), and multiple responsive websites ensuring seamless desktop/mobile experience
- Established comprehensive UI guidelines, branding elements, mascot illustrations, and component library for platform consistency
- Owned research-to-implementation process, aligning design solutions with business goals and technical requirements to boost user engagement and retention

CDN SOFTWARE – FABOSHOP LIMITED LIABILITY COMPANY   3/2021 – 6/2022

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

- Led complete rebranding and product design for enterprise CDN applications in Agile environment
- 300k+ monthly orders: Designed CDN main application and CDN Live from ground up, achieving significant transaction volume
- 200% user growth: New user acquisition increased compared to previous year through optimized UX/UI design
- Complete rebranding: Led logo and mascot redesign to refresh company identity and enhance brand recognition
- Full-stack design: Developed CDN website, landing pages, and CRM-CMS platforms with focus on clean, modern interfaces
- Cross-functional collaboration: Worked closely with PO, development teams, Sales, and Marketing to align design solutions with business objectives
- Quality assurance: Provided continuous UAT support, testing and resolving bugs to ensure high-quality product delivery

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