TRUONG THI HONG THAO

Product Designer - UX/UI Designer

Product Designer with 4+ 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

EXPERIENCES

AEMI LIMITED LIABILITY COMPANY | PRODUCT DESIGNER   6/2022- Present

`Aemi Ecom Platform` `Supplier Portal` `Seller tools` `Dudu group buy App`

- 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 | UX/UI DESIGNER   3/2021 - 6/2022

`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 & 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**