



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

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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

EXPERIENCES

AEMI LIMITED LIABILITY COMPANY | PRODUCT DESIGNER

6/2022– 7/2025

- 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, Topsy 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)