

HUYNH THU PHUONG

(+84) 862245540 | phuonghuynh.ec@gmail.com | [LinkedIN](#) | [Portfolio](#) | Ho Chi Minh City, Vietnam

EDUCATION

VNUHCM – University of Economics and Law (UEL)

Ho Chi Minh, Vietnam

Bachelor Degree in E-Commerce– Faculty of Information Systems

2021 – 2025 (Expected)

- CGPA: 3.4/4.0
- Relevant Coursework: E-commerce, Analysis & Design Management Information System (BA), Business Website Development, Mobile Commerce Development, E-Marketing, Business Intelligence.

ACHIEVEMENTS

ZONE BootCamp 2023

Zone Startups VN x Van Lang Incubation Center

Top 10 Finalist

01/2024

- Coordinated with 4 members to develop an Minimum Viable Product for a versatile order-tracking application to optimize last-mile delivery in the realm of multi-channel e-commerce by utilizing Low-code/No-code technology.

Heading for the Future Competition

AISEC in Vietnam

Top 3 Finalist

07/2023

- Developed a new product concept and proposed a comprehensive omnichannel strategy in the fashion industry.
- Implemented a product relaunch campaign to alleviate channel conflicts & price competition as well as control P&L aim to optimize revenue in both the short-term and long-term perspectives.

PROJECTS

Analysis and Design of the Weather Forecast Application – Weatogo

UEL

Coursework: Analysis & Design Management Information System (Scored 9.0/10) | [Link](#)

2024

- A mobile app connects users to the National Weather Forecasting Center, providing weather updates and offering travel planning assistance as well as smartwatch integration for health tracking.
- Created Usecase, BPMN, and DFD on Draw.io for the Health Tracking feature.
- Wrote functional specification document based on project requirements and designed UI mockup using Figma.

Website Design and Application Development for OriYoung Cosmetics

UEL

Coursework: Business Website Development – Mobile Commerce Development | [Link](#)

2024

- Spearheaded a team of 5 members in developing an e-commerce responsive website and Android application for Vietnamese natural cosmetics lovers.
- Delivered various features with a user-friendly interface based on customer research and competitive analysis.
- Clarified user experience flows with teammates and effectively managed product development tasks using Trello.

EXPERIENCES & EXTRACURRICULAR ACTIVITIES

Faculty of Economics Stock Exchange Group (FESE)

UEL

Member of Marketing Communication Department

11/2021 – 09/2023

Ares English Center

Ho Chi Minh

Business Collaborator – Part-time

03/2022 – 05/2022

PUBLICATIONS

Co-Author of the Research "Application of Low-code/No-code in Last-mile Delivery Operations"

Presented at the "Global Capstone Design Performance Exchange Conference 2024" (Best Paper) and the "Conference on Economics and Business in the Digital Era – CEBD 2024".

HONORS & CERTIFICATIONS

Students of 5 Merits | The Faculty of Information System Level 2023

Product Management 101 | Issued by Simplilearn

Business Analysis Foundations | Issued by LinkedIn Learning

Foundations of Digital Marketing and E-commerce | Issued by Coursera

SKILLS & INTERESTS

Tools: Figma, Draw.io, Trello, Canva, Microsoft Suite, Google Suite, Github, Adobe Creative, PowerBI, SQL (basic).

Soft Skills: Market Research, Critical Thinking, Detail-Oriented, Problem-solving, Effective Teamwork.

Business Analyst: Business Process Modeling and Notation, Sketching/Wireframing, UX Research and UI Design, Strategy Analysis.

Interests: Digital Product, Sustainability, Data-Driven Decision Making.