



Tuan Trinh

Senior Product Designer

I help the business owner by balancing the business value & the user needs.
Create value for the product by Problem Solving, Critical Thinking, Data Metric,
and Interaction Design.

Profile

Full Name: Trình Gia Tuấn, he/him
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Ho Chi Minh City, Vietnam

Skills

Main skill

- Product mindset
- Visual Design
- Design System
- HTML5/CSS3

Soft skill

- Self-taught
- Mindmap
- Communication

Education

Bachelor Degree of Apply Information, 2013 – 2016
Ho Chi Minh City University of Natural Resources And
Environment

Experience

Senior Product Designer • beGroup 🇻🇳

12/2022 – Present

- **Achievement: Food GMV streak (3.5x ↑), reduce Cancel trip rate of Driver**
- In charge of Food delivery service in beGroup ecosystem (Consumer, Merchant) from end to end to level up the experience.
- Conducted UX research by using Usability Evaluation (Heuristics), and Competitive Analysis to find a cost-effective solution.
- Contributed and maintained the Design System, Toolkit, and Process.

Senior Product Designer • WhyDah

07/2022 – 11/2022

- Lead the internal mobile app: Improve the performance of Employees by doing a Mission to earn rewards.
- Create a design system to maintain multiple products.

Senior Product Designer • MoMo 🇻🇳

08/2021 – 07/2022

- **Achievement: Improved payment speed of Pay QR feature**
- Lead the App Experience Squad (3 members) for handling:
 - MoMo home screen: Maintain, and revamp user experiences & user interface for the changes on the home page.
 - Smart Widget: Telco, Billpay, ...
 - Payment offline: Pay QR, Scan.
 - Expense Management (Mini-App), Promotion.
 - Payment confirmation, Transaction results/details.
- Collaborating with Leader, Manager, and other teammates to improve/build the cross-functional feature.

Senior UX/UI Designer • BigIn

2020 – 07/2021

- Design multiple products across multiple platforms (Mobile/Web application, Portal, Landing page): Travel, Food, Relocation.
- Work with team to build the design system to maintain multiple products of the company.
- Promote to Lead Design Team (managed 2 members).

UX/UI Designer • BigIn

2017 – 2020

- Design Back Office System for trading, exchange Crypto.
- Provide the design solution for the leading industry brands: Ông Bầu Coffee, CitiGym, Nutifood sub-brands (Ayaka diaper, PariMilk), 007Flower.

Personal Project

- Color Range Picker: <https://tgt95.github.io/color-generator/>

Check my work!

<https://tgt95.github.io/portfolio>