



# Tu TRAN LE MINH

UI UX DESIGNER

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*"To me, a good product designer is required to find the sweet spot, where user goals & bussiness goals are balanced. For example, making it easy enough to cancel the subscription, while still aiming to maximize the number of users who willingly choose to stay."*

## WORK EXPERIENCE



### Senior UX Designer

WeVenture • 06/2019 - Now

#### \* Pulse - Dating, Video chat app

Conduct user interview & usability testing, assemble UR findings and report for stakeholders

Do qualitative research by analyzing the data, evaluate the product from Firebase, GA, CleverTap data

Propose UX improvements by creating the user flow & wireframe.

Work with UI designer & developer to implement the design, collab with QC to excute test cases and cover minor cases.

#### \* MarketWhale - Product Performance Dashboard

Create a dashboard for multiple products with different roles across external/ internal department, visualize data metrics into charts & graphs.

Work with BE developer & Data analysist to validate the data accuracy.

#### \* UX Training Course

Training & sharing knowlegde about UX for interns & colleagues, providing a learning path through lessons, exercises & projects.



### UI UX Designer

SAI Digital • 02/2019 - 08/2019 • 7 mos

#### \* HRS (Japan), IRPC (Thailand), Lexus Toyota (Malaysia)

Drive B2B, B2C ecommerce projects from initiation to completion, including working with PM, BA to analyze business and customer requirements, collab with other teams to optimize the user experience and enhance the interface.



### UX Designer

Amaris • 01/2018 - 02/2019 • 1 yr 1 mo

#### \* Timesheet (HR), Checklist (Finance), Sitepoint (CMS Marketing), Expenses (Business)

Collect user feedbacks, interviews & usability tests to improve UX of internal ERP applications.

Create UI Component Library which is used for all internal products, support FE team to implement.



## UI Designer

DatViet Group Holdings • 02/2017 - 01/2018 • 1 yr

\* Dtube - Video Social Platform (Web/Mobile App/Tablet/SmartTV)

Work with PM, BA to create interface design from wireframes, keep product's consistency across all platforms, develop the Product Design Guideline.

Create other designs include: Marketing material assets, logo, icons...



## Graphic Designer/ Digital Designer Internship

Mirum Digital Agency • 04/2016 - 10/2016 • 6 mos

\* Suntory (7UP, Pepsi, Sting...)

Create Digital Designs include: Facebook ads, Banners, marketing assets,...

UI UX Designs for campaign website, app, presentation.

## EDUCATION



## Wizeline UX Academy

Wizeline • 2017



## UI UX Design & HTML/CSS Bootstrap

DPI Center • 2016



## Bachelor's Degree in Graphic Design

Ho Chi Minh City of Architecture • 2012 - 2016

## SKILLS

### Professional Skills

- User Research/ User Interview/ User Testing
- Data Analysis/ Documentation/ Presentation
- Create User Flow, Wireframes, Prototype
- UI Design
- Graphic Design

Google Hangout, Google Forms

GA, Firebase, Analytics tools

draw.io, Balsamiq

Sketch, Adobe XD, Figma

Adobe Photoshop, Illustration

### Languages

- Vietnamese
- English