



Hello,

I'm Binh, a 10 years experienced UX/UI Designer based in Ho Chi Minh City with my key responsibilities being making everything look good and have great user experience.

Education

- **Bachelor of Multimedia Design** / RMIT University
September 2015
- **Advanced Diploma in Multimedia** / ARENA Multimedia
August 2012

What I do

Web Design & Mobile Application Design

Consulting, making and managing user-experience design with the proven know-how to combine creative and usability viewpoints in word-class Web and App applications. Communicate and collaborate with Web/App Development Teams during product and project lifetime.

Experience

- **Lead UX/UI Design** / SAI Digital
Nov 2021 - Present

Playing role Head of product design. Work closely with Solution Architect and Business Analysis to come up with product design ideas. Guiding design team members and take responsibility for UX methodologies and UI practice such as stakeholders interview, market research, user flow, user journey, wireframe, prototype, usability testing and UI design standard. Guiding design idea; checking and taking responsibility for design quality; ensuring long-term developing path for products. Compiling design document as well as creating ready-to-use design kits to cut-off design time. Leading and training design team members throughout every step of design process.
- **Lead UX/UI Design** / Zukitek Private Vietnam
May 2019 - Oct 2021

Take responsibility design product from very first business ideas. Liaise closely with key stakeholders to understand business goals and transfer them into beautiful and usable products. Manage and guide design team to follow design process including interview stakeholders, research the market, make insights of both key and potential users, create user analysis, user flow, wireframe and style guide. Responsible in ensuring the ready-for-develop status of the final design. Work together with development team not only for product completion but also for further product development.

○ **Lead UX/UI Design** / NEC Vietnam

Jul 2018 – Apr 2019

Responsible in designing web and mobile app for Japanese customers. Manage product team and liaise customers to get requirement and publish releases. Translate information architecture, navigation and process flows into beautiful and easy-to-use solutions. Responsible for user engagement in terms of UX design. Develop user personas and scenarios in order to enhance functionality and usability for key audiences. Responsible in developing mockup and composing document related to design field.

○ **Senior UX/UI Designer** / EngineThemes

Mar 2016 – Jun 2018

Manage design of marketplace service model. Create user flow and user journey for products. Work closely with Marketing and Development team to create products from raw idea to end-user. Ensure final designs meet both visual and textual branding standards.

○ **UX/UI Designer** / Seldat Inc.

Feb 2013 – Feb 2016

Research and design user flows for e-commerce website. Design websites with strong emotional appeal focusing on e-commerce style. Keep track on user behaviors and explore new trends of e-commerce during the lifetime of the project.

Expertise

UX/UI Design

User centered thinking

Problem solving

Web/Mobile app design & usability

Data, AI, Ecommerce, Fintech

Typography & color theory

Catch up and create new trends

Human emotional reaction

Flat & material design

Create core values for products

Skills

UX research



UX design



UI design



Web design



Mobile design



Problem solving



Business analysis



Info architect



Designing tool



Web coding



Contact

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References

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