

Creating innovative products is my passion, always.

With 15 years of experience in service design and experience design, and 10 years in risk assurance and business consulting, I am deeply passionate about creating transformative customer experiences. My goal is to revolutionize how people engage with services, designing and implementing innovative solutions that enhance satisfaction and improve overall engagement with the world around them.

Direct Contact

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I am currently based in Hanoi. Ready to relocate.

Featured Expertises	Experience & Service Design	Risk Assurance & Business Consulting
	2009 - Present • 15 years • Experience Design (O2O, UI/UX) • Experience Audit & Analytics • UX Research, UAT, User Adaptation • Digital Twin • Branding and Marketing Design • Visual Communication	2013 - Present • 10 years • Business Transformation and Change management • IT Governance & Digital Transformation • Risk Management & Enterprise Audit • Compliance Review • Customer Experience Enhancement

IndustriesRetail | Education | Finance | Health | Art & Culture

Career Journey

06/2024 - 08/2024

03/2022 - 06/2024

03/2019 - 03/2022

04/2017 - Present

08/2013 - 10/2016

Creative Expert
R&D | Project Governance
@ Vincom Retail

User Experience & Service Design Leader
BlueOcean Technology @ EQuest Education Group

Design Expert for Customer Experience
Le Ngoc Theatre
Creative Partner
TabiMP/Tabimusha Vietnam

Brand Experience Partner
Tadispa LLC

Senior Consultant, IT Risk & Assurance
E&Y Vietnam

Featured Experiences



Creative Expert

R&D and Project Governance @ Vincom Retail
06/2024 - 08/2024 • 2mos
Ha Noi, Vietnam

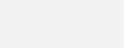
- Collaborated cross-functionally to design innovative solutions and implement changes to retail spaces, tenant offerings, and overall customer experience;
- Leveraged data-driven insights to develop strategies that successfully attracted increased consumer footfall and improved overall business performance;
- Conducted in-depth qualitative and quantitative research to deeply understand customer needs, preferences, and pain points in the retail market;
- Analyzed market trends, competitor insights, and customer feedback to inform recommendations for enhancing customer experience, tenant mix, and revenue performance;
- Led initiatives to improve environmental sustainability (ESG), incorporating green building principles and technologies to reduce the company's carbon footprint.



User Experience & Service Design Leader

BlueOcean Technology @ EQuest Education Group
03/2022 - 06/2024 • 2 years and 2mos
Ha Noi - Ho Chi Minh, Vietnam

- Successfully led the design and implementation of Learning Management Systems (LMS), Learning Content Management Systems (LCMS), Testing Platforms, Test Prep
- Collaborated closely with cross-functional teams, including developers, product managers, and content creators, to deliver high-quality educational solutions.
- Led user research and usability testing initiatives to gather feedback and insights, resulting in continuous improvements to the user interface and overall user experience.
- Successfully translated complex educational requirements into visually appealing and functional designs, addressing the specific needs of K-12 education.
- Actively contributed to the strategic planning and roadmap development for future product enhancements and innovations.
- Proven track record of driving user adoption and engagement through effective UI/UX



Creative Partner

TabiMP/Tabimusha Vietnam
03/2019 - 03/2022 • 3 years and 1mo
Tokyo - Ha Noi - Hoi An - Ho Chi Minh • Remote

- Drove a high-performing team in delivering exceptional design and consulting services to a wide range of clients. Spearheaded impactful initiatives, including managing digital advertising campaigns across various platforms, crafting captivating web designs, executing brand marketing strategies, and creating visually stunning print materials;
- Transformed the customer experience through Luxury Service Management Training for a client in the automotive industry;
- Pioneered user interface designs that seamlessly blended functionality and aesthetics for a client in Digital Signature and Taxation Service;
- Led visionary UI design projects for a client in Social Listening revolutionizing their digital platforms;
- Empowered a legal business client through strategic brand reinforcement, amplifying their market presence and influence.



Design Expert for Customer Experience

Le Ngoc Theatre (Sân khấu Lê Ngọc)
04/2019 - 09/2020 • 1 years and 5mos
Ha Noi, Vietnam

- Elevated online presence, brand awareness, and customer communication, resulting in a significant boost in sales and achieving a remarkable 100% seat occupancy across six successful production seasons;
- Enhanced reception and language interpretation for international audiences during tours in Italy, France, Monaco, Korea, China, Singapore, and Thailand, fostering a warm and inclusive experience for diverse cultures;
- Collaborated with the Producer and Director to revitalize the show's overall visual and linguistic appeal, tailoring it to captivate modern and younger audiences;
- Crafted visually stunning printed media, including large print formats, and implemented interactive stage visual effects, seamlessly blending technology and artistry;
- Efficiently managed vendor relationships, ensuring seamless strategy development and flawless execution, adhering to the highest standards.
- Oversaw all aspects of digital advertising, including SEM, Display, Google AdWords, Facebook, and Instagram, driving targeted campaigns to maximize reach and engagement;
- Performed on-site duties at events and performances throughout multiple seasons, ensuring smooth operations and exceptional guest experiences.



Brand Experience Partner

Tadispa LLC
04/2017 - Present • 7 years and 1mo
Ha Noi, Vietnam

- Envisioned and assessed the customer experience of a spa catering to expats and lifestyle customers, focusing on brand experience and visibility;
- Since 2017 to present, we sponsored various international sports events (Vinfast IRONMAN70.3 Danang, Techcombank International Marathon, Manulife Danang International Marathon, Long Bien Marathon) and organized brand activation booths at these events to present an immersive brand experience and increase popularity among premium brands;
- Collected over 5,000 high-quality customer data points from each event and leveraged this data to acquire an additional 22% of new customers, achieving a 76% returning customer rate and indicating strong customer loyalty;
- Implemented an online booking system and email/SMS reminders, which led to a 0% cancellation rate and a 60% recurring appointment rate, improving convenience and operational efficiency;
- Created meaningful brand experiences that contributed to the spa's success in attracting and retaining customers.



Senior Consultant, IT Risk & Assurance

EY Vietnam
08/2013 - 10/2016 • 3 years and 2mos
Ha Noi, Vietnam

- Conducted a series of Ready-to-Deploy new IT tools training for top clients: State Bank of Vietnam (SBV-FSMIMS) and its subsidiary agencies, Viet Nam Post & Telecommunication, Vingroup, and Hop Nhat International JSC;
- Conducted AS-IS understanding and developed Business User Requirements for Vingroup (Finance and Accounting Consolidation module), Techcombank, Vietcombank Security, and Bao Viet Security;
- Performed Interim and Year-end IT Audit to 72 clients in Vietnam and Laos, including Standard Chartered Vietnam, Honda Vietnam, Techcombank, Vietcombank, Agribank, Bank for Investment and Development of Vietnam, TPBank, VPBank, Vinpearl Hospitality, InterContinental Hanoi, Sheraton Hanoi, Vinmec International Hospital, among others;
- Performed risk assessment to identify key risks at the enterprise level and process level and proposed appropriate controls to mitigate the risks;
- Prepared training material, assessment, and evaluation, and conducted internal training, coaching, and career-path mentoring for Staff levels.

Education	 Bachelor of Commerce and International Business Carleton University 2006 - 2010 Ottawa, Canada • Featured Course Works: Enterprise Architecture, Business Finance, Strategic Management, International Expansion and Operations. Supply Chain Management, Technology Project Management, Business Ethics.
	 Canadian Securities Courses Canada Securities Institute 2011 Ottawa, Canada • Licensed trader – authorized to work in the financial service industry and stock exchanges in Canada.

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