



Tuan Bui

Creating innovative products is my passion, always.

I am passionate about creating transforming software products that can change the way people live, work, and interact with the world around them. For me, software development is not just a job or a career path, but a creative outlet that allows me to bring my ideas to life.

Direct contact	Tuan Bui (Bùi Minh Tuấn) tuan.buif@gmail.com +84 91 525 3988 I am based in Hanoi.	
Featured expertise	Visual Design & Concept 2009 - Present • 15 years - Visual Communication - UI Design - UI/UX Analytics - Branding and Marketing Material Design - Spatial Design (recent)	Risk Assurance & Business Consulting 2013 - Present • 10 years - Risk Management & Enterprise Audit - Business Transformation and Change management - Compliance Review - Customer Experience Enhancement
Featured Experiences	UI/UX Leader BlueOcean Technology @ EQuest Education Group 03/2022 - Present • 2 years and 1mo Hanoi, Vietnam As the Senior Leader of UI/UX at Equest Education Group, I have been responsible for overseeing the design and development of web and mobile applications catering to K-12 students and teachers. Our portfolio includes a range of innovative solutions such as Learning Management Systems (LMS), Learning Content Management Systems (LCMS), Testing Platforms, Test Prep tools, and blockchain-based credentialing systems. By leading a talented team, I have successfully delivered exceptional design solutions that enhance the learning experience for our users. One of my key achievements has been the creation of intuitive and user-friendly interfaces that ensure seamless user experiences for both students and teachers. Collaborating closely with cross-functional teams, including developers, product managers, and content creators, I have played a pivotal role in translating complex educational requirements into visually appealing and functional designs. By leveraging UI/UX best practices and staying abreast of emerging design trends, I have consistently delivered innovative and engaging educational applications. To ensure the effectiveness of our designs, I have actively led user research and usability testing initiatives. By gathering feedback and insights from our target users, I have been able to make continuous improvements to the user interface and overall user experience. Additionally, I have been instrumental in driving user adoption and engagement through effective UI/UX design strategies. By meeting project deadlines and milestones, I have ensured the timely delivery of high-quality products that meet the highest standards of quality and functionality. Moving forward, I am committed to contributing to the strategic planning and roadmap development for future product enhancements and innovations. Creative Partner TabiMP/Tabimusha Vietnam 03/2019 - 03/2022 • 3 years and 1mo Hanoi, Vietnam I have had the privilege of leading a high-performing team that consistently delivered exceptional design and consulting services to a diverse range of clients. Together, we spearheaded impactful initiatives that left a lasting impression. Our expertise encompassed managing digital advertising campaigns, crafting captivating web designs, executing effective brand marketing strategies, and creating visually stunning print materials. One of our standout achievements was the transformation of the customer experience through our Luxury Service Management Training program. We had the opportunity to collaborate with a prominent client in the automotive industry, elevating their service quality and customer satisfaction to new heights. In addition, I took the lead in pioneering user interface designs that seamlessly integrated functionality and aesthetics for a client in the Digital Signature and Taxation Service sector. By optimizing their user experience, we enabled them to navigate complex processes with ease and efficiency. Furthermore, our visionary UI design projects for a client in Social Listening were nothing short of revolutionary. Through our innovative approach, we transformed their digital platforms, unlocking new possibilities for data analysis and insights. This propelled their ability to make informed decisions and stay ahead of the competition. Lastly, I empowered a legal business client through strategic brand reinforcement. By amplifying their market presence and influence, we solidified their position in the industry, allowing them to thrive and excel. Leader of Digital Experience Le Ngoc Theatre (Sân khấu Lê Ngọc) 01/2017 - 03/2019 • 2 years and 2mos Hanoi, Vietnam I led a transformative journey that enhanced our online presence, boosted brand awareness, and drove substantial sales growth. Achieving sold-out shows for six successful seasons, we engaged audiences through strategic marketing initiatives and digital channels, translating into tangible business results. During international tours in Italy, France, Monaco, Korea, China, Singapore, and Thailand, I ensured our shows resonated with diverse audiences. We prioritized creating a friendly and inclusive environment, overcoming language barriers with enhanced interpretation services. Tailoring performances to different cultures, we captivated audiences worldwide, leaving a lasting impression. Working closely with the Producer and Director, I refined the show's aesthetics and linguistic nuances to align with modern and younger audience preferences. Introducing captivating visual elements, including meticulously designed printed media and interactive stage effects, we seamlessly blended technology and artistry, creating an immersive experience for our target demographic. I skillfully managed relationships with external vendors, ensuring flawless execution and adherence to high standards. Actively contributing to marketing meetings, I provided valuable input to develop effective strategies. Additionally, I diligently attended to on-site duties, guaranteeing flawless operations and delivering exceptional guest experiences. Senior Consultant, IT Risk & Assurance E&Y Vietnam 08/2013 - 10/2016 • 3 years and 2mos Hanoi, Vietnam As part of my role, I conducted extensive IT audits for a diverse portfolio of 72 clients across Vietnam and Laos. Notable organizations included Standard Chartered Vietnam, Honda Vietnam, Techcombank, Vietcombank, Agribank, Bank for Investment and Development of Vietnam, TPBank, VPBank, Vinpearl Hospitality, InterContinental Hanoi, Sheraton Hanoi, and Vinmec International Hospital, among others. These audits encompassed both interim and year-end assessments, enabling me to identify risks at the enterprise and process levels. I proactively proposed effective controls to mitigate these risks, ensuring the security and stability of their IT systems. In addition to my consulting role, I conducted thorough AS-IS assessments and developing Business User Requirements for prominent organizations such as Vingroup, Techcombank, Vietcombank Security, and Bao Viet Security. By gaining a deep understanding of their existing systems and processes, I was able to identify areas for improvement and streamline their finance and accounting consolidation modules. This collaborative effort resulted in optimized operations and increased effectiveness for these esteemed clients. Furthermore, I took an active role in developing and delivering training materials, assessments, and evaluations. I conducted internal training sessions, providing guidance, coaching, and career-path mentoring to staff members. By nurturing their professional development, I empowered the team to excel and achieve their full potential.	
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.	