



Phuong Tran (Jay)

PRODUCT DESIGN MANAGER

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About Me

👋 I'm a Senior Product Design Manager, passionate about turning good ideas into great products. With around over ten years of experience, I possess the skills to lead and design products that people love. Here are a few essential points that define my approach.

Solving problems through design: as a hybrid designer and product leader, I have a track record of successfully solving business problems through design. I understand the power of thoughtful and user-centric design in addressing challenges and creating innovative solutions.

Good designs, significant impact: I deliver modern UX/UI designs for various projects and devices. By creating visually appealing and intuitive experiences, I help my clients attract new customers and build long-lasting customer loyalty. I believe that good design has the potential to make a significant impact on a brand's success.

Turning good ideas into great products: One of my core strengths lies in taking ideas and transforming them into exceptional products. With a focus on strategy, emotions, visuals, and creative expression, I can build and activate brands effectively. I strive to create simple yet perfect touchpoints that leave a lasting impression on users.

If you're looking for someone who can bring your ideas to life, enhance your brand, and deliver products that resonate with your target audience, I'm here to help. Let's collaborate and make your vision a reality!

Education & Certifications



ADIM, Web Page, Digital/Multimedia and Information Resources Design

ADIM, Web Page, Digital/Multimedia and Information Resources Design
2009-2012



Indesign, Photoshop, Adobe XD

Short and Suite Adobe Training
2014-2016



Foundations of Project Management

Google - Coursera
Issued May 2023 ▪ [Credential URL](#)



Foundations of User Experience (UX) Design

Google - Coursera
Issued May 2023 ▪ [Credential URL](#)



Google Business Intelligence Professional

Google - Coursera
Issued May 2023 ▪ [Credential URL](#)

Skills

- Strategy & vision resenations
- Problem Solving
- Leadership
- Concept sketches
- Wireframe & mock ups with figma & adobe XD
- Concept Style guides & pattern library
- Prototyping
- Illustration & UI
- Facilitating design critique
- Self Starter, Flexible
- Customer satisfaction
- Scrum
- Data analysis
- Task analysis & Persona hypothesis
- A/B Testing & Experiment
- Using Hotjar, Fullstory, G-studio
- Persona hypothesis
- Usability Testing
- Organizing workshop
- Product management
- Time management
- Communicative
- Teamwork

Hobbies

- Badminton
- Rudern sup
- Music
- Travel
- Swimming

Work Experience



Head of UXUI Design

TSC.ai · Feb 2023 to Present

- As Head of UXUI Design at TSC.AI, I am developing a strong understanding of the design process and creating products that are both effective and user-friendly, working closely with a talented team of professionals to deliver innovative AI solutions that empower leaders to create real impact on complex global issues. With a focus on working with Fortune 500 companies and top NGOs worldwide, we're committed to driving positive change across 20+ industries in over 95 countries.
- At TSC.AI, I have defined and established our design system, ensuring a consistent and scalable UX/UI across products. I successfully built the UX/UI for our new product Genie from scratch and, together with the product team, led the successful migration of all existing customers to the new platform. Beyond product design, I contributed to team growth by sharing knowledge through training, setting up a Confluence platform for efficient collaboration and resource management, and implementing the Diamond Process as our working methodology. These achievements highlight my commitment to delivering exceptional user experiences and driving TSC.AI's mission of creating meaningful impact.



TIKI

1 year 4 months

- In an already fast-growing Vietnam e-commerce market, Tiki is experiencing exceptional growth. With growth comes interesting and unique problems. Vietnam market with it's diverse and emerging seller base, densely populated city logistics and growing consumer spending online

Product Design Manager

Sep 2022 to Sep 2023

- Work with senior management to create product strategy and roadmap
- Understand markets, competition and customer/user requirements in depth
- Build Product team to effectively implement the assigned features
- Work closely with the other departments to formulate strategic insights and propose action plans to achieve business objectives
- Successfully Propose activities - how the team will work together
- Do a peer review to mentor another member
- Plans to improve UIUX through the platform
- Applied Double diamond process for team
- Create Core competencies for product designer
- Manage the product design team
- Design features for the operations and finance team

Senior Product Designer

Nov 2021 to Sep 2022

- Re-organized version history in Figma
- Run the workshop and UT to define problems and find solutions
- Work across many functions in the Seller center of TIKI
- Design a new version for BPOR on the Seller center of Tiki
- I have successfully designed a new feature called My balance in the Seller center of Tiki. This feature allows the user to withdraw their money any time they want; They can check the history of transactions. And that helps them manage their money better, and they don't need to wait around 15 days to return their money.
- Design a new e-contract that helps sellers finish legal docs and activate their stores faster. The operation can reduce the time to screen and approve legal doc

Senior UIUX Designer

Onemount group · Nov 2020 to Dec 2021

- Developing user experience design requirements based on user behaviors
- Conceptualizing a comprehensive UI/UX design strategy
- Producing high-quality UX design solutions
- Conceptualizing a comprehensive UI/UX design strategy
- Producing high-quality UX design solutions
- Designing and testing UI elements
- Collaborating with PO, BA
- Manage Jira board of the UXUI team, define & align the process with the team

Product Design Manager

SeaCommerce Asia · Dec 2019 to Feb 2021

- Work with senior management to create product strategy and roadmap
- Understand markets, competition and customer/user requirements in depth
- Identify market opportunities, build business cases, and define product vision and strategy and key verticals

- Build Product team to effectively implement the assigned features
- Work closely with the other departments to formulate strategic insights and propose action plans to achieve business objectives
- Analyze users' data and feedback to measure product's effectiveness and make necessary adjustments.
- Facilitating user research, in collaboration with the team, to validate prototypes and conduct ongoing usability testing of the working software
- Collaborating with Product Management on road-map and strategy, working as a tireless advocate for the end-user and helping to balance those needs with those of the business
- Managing and mentor a team of 4-5 junior & mid-level UX designers: by projects, by tasks, by training activities
- Re-organized process of team
- Training Junior team level up to Mid-level
- Build a new version of Product and reach more customer in a years
- Build a new library for 2 products (Ecomsolid and Gempages)
- Identified a problem of "assign template for product" then solved it
- Researched & Identified a problem of "user" then presented the idea to solved it
- Identified a problem of "library of a template (Ecomsolid)" then solved it
- Design many good and successful features for both of 2 products such as Global styles, Interaction, Manage layer, New library,...



Head of Design Department

Samo Media & Tech JSC · Contract · May 2019 to Nov 2019

- Managing and coordinating the design department
- Buil a new version of the website
- Giving design directions, and concepts for websites
- Brain-storming and building UX with the PM
- Identified a problem with UI and solved it
- Checking staff s work and providing them with directions



Senior UX/UI, Product designer, Designer

Freelance, self-employed · Freelance · Dec 2010 to Present

- As a senior product designer with 10-year experience working for various notable businesses, coming with a strong pack of design skills, I provide UI/UX design services, branding, and consulting services. My mission is to visualize your ideas and accompany your business in the growth journey.
- My Clients:
 - <https://www.pi.exchange/>
 - <https://timo.vn/>
 - Cataly
 - VID
 - Weallnet
 And many others clients



Graphical and UI/UX design

The end creative agency · Jul 2014 to Jan 2017

- - Working directly and managing clients in Australia and the UK with direct guidance from the Australian creative director.
- Responsible for designing Mayfair collection magazine, PhD

- Designing annual reports and profiles
- Logo design, brand identity, products for marketing
- Retouching photos for master chef Australia under the contract of the company
- Designing a website interface according to the company's contract



UI/UX designer

Asiasoft · Mar 2014 to Jun 2014



UI/UX Designer

Nahi kid · Feb 2013 to Mar 2014

- Developing user experience design requirements based on user behaviors
- Designing and testing UI elements
- Designing annual reports and profiles
- Website: UX/UI Design



Graphic Designer

Cargigi · Jan 2012 to Jan 2013