



# Phuong Tran (Jay)

## PRODUCT DESIGN MANAGER

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\* My portfolio: <https://phuong-tran.webflow.io/>

\* My LinkedIn: <https://www.linkedin.com/in/phuong-tran89/>

## About Me

👉 Product Design Manager with 10+ years of experience leading UX/UI teams, building design systems, and shaping product strategies for fast-growing tech companies. I specialize in transforming complex problems into simple, scalable, and user-centric solutions.

A major part of my leadership philosophy is growing people: training junior-to-mid designers, building competency frameworks, organizing workshops, and establishing processes that enable design teams to scale sustainably.

I thrive in cross-functional environments, partnering with Product, Engineering, and Business leaders to drive measurable impact through design.

## 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

- Design Leadership & Team Development: Mentoring, coaching, performance frameworks, training programs, team structure optimization
- Product Strategy & Experience Vision
- Design Systems & UI Foundations
- Leadership
- Data-driven UX, Hotjar, Fullstory, BI foundations
- Task analysis & Persona hypothesis
- A/B Testing & Experiment
- Usability Testing
- Organizing workshop

# Skills

- Self Starter, Flexible
- Concept sketches
- Concept Style guides & pattern library
- Prototyping
- Facilitating design critique
- Customer satisfaction
- Product management
- Time management
- Communicative
- Teamwork

# Hobbies

- Badminton
- Pickleball
- Travel
- Camping
- Swimming

# Work Experience



## Lead UXUI Designer

TSC.ai · Feb 2023 to Present

As Lead UXUI Designer 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.

### Leadership & Team Management

- Built and scaled the UX/UI team; created training programs for onboarding and upskilling designers.
- Set up a full Confluence knowledge base to centralize documentation, design guidelines, and team processes.
- Implemented Diamond Process as the standard for discovery → definition → design → delivery.
- Regularly conducted design critiques, 1:1 coaching sessions, and team capability development.

### Product & Design Impact

- Designed Genie, a new AI intelligence platform, from scratch; led migration of all customers to the new system.
- Established the design system, ensuring consistency across all product lines.
- Collaborated closely with PM/Engineering to shape product vision, workflow improvements, and feature prioritization.

### Success Highlights

- Scaled UX team; introduced training, documentation & Diamond Process.
- Launched Genie platform from scratch; migrated all customers smoothly.
- Built design system, improving speed & consistency across products.
- Strengthened cross-functional workflow, reducing rework & delivery time.



## 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 its diverse and emerging seller base, densely populated city logistics and growing consumer spending online

### Product Design Manager

Sep 2022 to Feb 2023

Led the Product Design team for Seller Center during a hyper-growth period.

#### Team & People Development

- Manage the product design team, established core competencies, and mentored designers through structured peer reviews.
- Designed and implemented the team working model, including rituals, processes, and quality standards.
- Organized workshops and usability testing training for cross-functional groups.

#### Product Ownership

- Delivered several impactful features such as My Balance, e-Contract, and BPOR redesign.
- Improved Figma structure and version control, enabling faster collaboration and onboarding.

#### Success Highlights

- Built and leveled up product design team through structured coaching.
- Delivered key Seller Center features (My Balance, e-Contract).
- Improved Figma workflows and design consistency across modules.

### 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.



### Senior UI/UX 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 UX/UI team, define & align the process with the team



## Product Design Manager

SeaI Commerce Asia · Dec 2019 to Dec 2020

### Team Training & Management

- Managed and mentored a team of 4–5 junior & mid-level designers, including training them to advance from junior → mid-level.
- Built structured training tracks, review processes, and design standards for long-term team capability growth.
- Reorganized team processes for improved efficiency and clarity.

### Product Ownership

- Redesigned two major e-commerce products (Ecomsolid & Gempages).
- Built the component library for both products.
- Identified critical UX problems and delivered solutions that increased adoption and usability.
- 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

### Success Highlights

- Built a new product version that significantly expanded customer reach within one year.
- Developed a unified component library for two products (Ecomsolid & Gempages).
- Designed multiple high-impact features—Global Styles, Interactions, Layer Management, New Library, and more.
- Built and grew the design team, improving capability, collaboration, and output quality.



## Head of Design Department

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

- Managing and coordinating the design department
- Build 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:

- [www.pi.exchange](http://www.pi.exchange)
- Cataly
- VID
- Weallnet
- Opinew - [www.opinew.com](http://www.opinew.com)

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

- Designing a website
- Designing game interface



## 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