NGOC LE

PRODUCT DESIGNER

JUN Design

Profile

As a product designer, I prioritize creating seamless user experiences and expanding product reach and accessibility. With a foundation in graphic design and extensive experience in user experience design, my career is driven by a passion for enhancing products through data-driven research, rapid iteration, and visually appealing UI design.

My diverse roles as a designer, product manager, and product owner have provided me with deep insights into the challenges that hinder creative solutions from aligning with business objectives. This holistic perspective allows me to bridge the gap between creativity and strategic goals, delivering innovative and effective product designs.

Experience

FLYER - Virtual English Testing Platform

Product Owner - Full-time   Dec 2021 - Apr 2024

Led the redesign of Exam.flyer.vn 2022 - Sole designer in 2023-2024

Sole designer for 3 mobile apps & Dashboard website for teachers.

Worked in Product planning - Roadmap as a PO

Created wireframes and prototypes for iteration, conducted user research and usability testing. Significantly improved user experience and branding consistency

Increased AVG number of completed test from **2.5** to **5.3** per user in 2023.

Increased total completed test per month from **57,252** to **116,599** (2024)

Increased Conversion rate (Free to paid) from **12**% (2022) to **18**% (in 2024)

FLYER successfully got certified by Edtech Impact and Education Alliance Finland

TNT Company

Team manager - Full-time   Feb 2021 - Jan 2022

Recruited and trained team from 1 member to 6 members in 1 year

Ensured project completion within deadlines on 100% of occasions

Improved staff satisfaction within my team by more than 60%

Hanoi Hotel

Marketing manager - Full-time   Sep 2020 - Mar 2021

Branding Marketing management, Lead Designer

Planning Events, Hotel Restaurants promotions

Working with KOL and Restaurant managers for events

Open Commerce Group (Brodev - Beeketing)

UI/UX Designer - Product Manager - Full-time   Jul 2012 - Apr 2020

Branding Design, UI Design During Brodev stage of the company

UI/UX Design for Beeketing stage (Building apps for Shopify) -> Promoted to PM in late 2015, worked as a PM until 2020 for OCG (aka Shopbase an e-commerce platform in Vietnam)

Contact

+84 968 358 275 / +84 569 208 038

lebichngoc15891@gmail.com

Hanoi, Vietnam

Linkedin.com/in/le-ngoc-jun158

https://www.thejundesign.com/

Education

Hanoi University of Industrial Fine Arts - Bachelor

UX Design Google Coursera - Certified

Key Skills

Hand-drawing

UX-Researching

Usability Testing

Mockup

Wire-framing

Prototyping

Sketch app

Adobe Suites

Figma

Team management

Timekeeping

Problem-solving