

Le Phuong Thao, Senior Product Designer

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PROFILE

Dynamic product leader with 9 years of experience in UX/UI design and graphic design management. I have experience in multiple projects in gaming, blockchain, cloud computing, logistics, dashboards, and e-commerce. Proficient in branding, advertising, and motion graphics and able to apply new technologies such as AI, VR/AR, and holograms, I specialize in creating compelling visual stories. My teaching skills allow me to mentor aspiring designers effectively. I am excited to leverage my creative vision and leadership skills to drive innovation and excellence as a Senior Product Designer.

EXPERIENCE

Mar, 2022 - Present	Product Lead, SkyVu Inc., <ul style="list-style-type: none">Led a UX/UI design team to develop user flows, wireframes, and interfaces for products. managed and approved graphic design assets such as banners, ad campaigns, and motion graphics.Collaborated with product teams to develop features for launches that attracted over 35,000 users in the Asian market and created internal measurement tools that improved accuracy to 95%.Evaluated feature requests from customers and the CEO, assigned tasks to development and design teams, and documented product features along with the scope of work, proposals, and design documents for partner products.Worked closely with partners such as IMX, SkyMavis, and Moku to monitor and develop strategic blockchain products.	Ho Chi Minh
Oct, 2023 - Present	Guest Lecturer, UEH - School of Media Design <ul style="list-style-type: none">Delivered lectures on graphic design subjects and tested and assessed students throughout the course.Participated in the development of the ArtTech curriculum and created course materials for Applied Arts Tech subjects.	Ho Chi Minh
Mar, 2021 - Dec, 2022	Guest Lecturer, FPT Polytechnic College <ul style="list-style-type: none">Delivered lectures on graphic design subjects and tested and assessed students throughout the course.	Ho Chi Minh
Aug, 2018 - Feb, 2022	Senior UX/UI Designer, FPT Telecom International <ul style="list-style-type: none">Worked directly with stakeholders to build and implement processes and plans, leading to the successful launch of a new version that reached 4 million users.Conducted research and developed user flows, journeys, and design documents for cloud computing products, enhancing user satisfaction by 20%.Led and produced wireframes, flow diagrams, storyboards, site maps, visual graphic designs, user interfaces, and prototypes.Developed comprehensive brand identities, including design systems and guideline proposals	Ho Chi Minh
Feb, 2016 - Aug, 2018	Graphic Designer, FPT Telecom <ul style="list-style-type: none">Developed brand identity systems and design guidelines that enhanced brand recognition by 70%, while also creating digital marketing materials that boosted online engagement by 40%.Designed viral videos for communication programs, service usage instructions, and product feature launches.Designed a variety of event publications, including gift vouchers, brochures, posters, standees, and backdrops, as well as holiday materials like AR Tet cards, packaging, and customer appreciation items.	Ho Chi Minh
Aug, 2017 - Feb, 2022	Content Editor, iDesign.vn <ul style="list-style-type: none">Edited more than 700 articles on UX/UI, product design, psychology in design, graphic design, and art history, including trend pieces that achieved over 10,000 views, enhancing reader engagement and site traffic.	Ho Chi Minh

EDUCATION

Oct, 2022 - Aug, 2024	Master of Art History and Theory at Ho Chi Minh City University of Fine Art - MTS	Ho Chi Minh
Feb, 2019 - Oct, 2022	Bachelor of Business Administration at Ho Chi Minh City University of Economics - UEH	Ho Chi Minh
Sep, 2011 - Oct, 2015	Bachelor of Graphic Design at Ho Chi Minh City University of Architecture - UAH	Ho Chi Minh

SKILLS

Advertising	Copywrite
Graphic Design	Motion Graphic
UX/UI Design	Project Management
Branding	Time Management

COURSES

Jan, 2024 - Jun, 2024	Google Project Management at Google
Aug, 2023 - Sep, 2023	The Application of VR/AR Technology in Design at Istituto Pantheon Design & Technology - Rome, Italy
Dec, 2021 - Jun, 2022	The Certificate of Pedagogical Training for College and University Lecturers at Ho Chi Minh City University of Social Sciences and Humanities

PORTFOLIO

Please review the link: [📄 Thao P.Le_Portfolio.pdf](#)