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I am a User Experience Designer, my prior background is in Branding and visual design working for both Agency and Organisation. I enjoy the challenges from a seamless process from researching, analyzing, understanding the targets to combining design skills and technology to design target-centered products. Therefore, UX process satisfies me, particularly UX analysis to be able to stand on the point of view of users and businesses to design valuable solutions.

## MY GOALS

- Becoming a professional UX designer is the first goal in my career path.
- One of my interests in career is to see my design products/concepts launched to the market and create positive impression for customers. Hence, my long-term goal is to deliver the value that benefit users and businesses through the human-centered designs.

## ACADEMIC ACHIEVEMENTS

- **Master of User Experience Design at Victoria University of Wellington**  
**Study highlights** This course emphasizes UX practices through academic and industry projects enhances my abilities of logical thinking; the skills of the interview, research, analysis, usability test, prototypes; the practices of communication amid UX and Software Developer team.  
**Industry learning** I enjoyed most of the industry projects with opportunities to work on actual products, address real-world issues and learn from professionals in organisations across New Zealand who are in different positions such as Researcher, Product Owner, Software Engineer.
- **Bachelor of Industrial Art at Ton Duc Thang University of Ho Chi Minh**  
**Study highlights** The course covered two years of fine art and three years of Industrial design to prepare the full skillset of free-hand art and software design.

## CERTIFICATION

- **2019 - 2020 | New Zealand Red Cross Refugee Support Volunteer**  
  
A fantastic program with 15 hours of training in a month to help refugees rebuild their lives in a new country. This equipped me with the skills of understanding various cultures and empathizing with people who come from the hardest places around the world and in the hardest situations such as human right violation, war, and so on. Undoubtedly, these rewarding experience enhances my real-life experience of understanding people. My first intake is in February 2020 with a team of three.

## SKILLS

- Research, data analysis
- Usability testing
- Interaction design
- Storyboarding
- Wireframe
- Prototyping
- Branding, visual design
- Illustration

## TOOLS

- Adobe XD
- Figma
- Sketch
- Pencil and paper
- Illustrator
- Photoshop
- InDesign

## EXPERIENCES

- **2021 - present | Aurecon Group, Creative Technology | UXUI Designer**
  - Aurecon is an engineering, design and advisory company. Aurecon has developed Creative Technology and Visualisation to embrace digital engineering and advisory expertise and digital insights to enhance physical assets and delivering the best possible outcomes for clients.
  - As a part of Creative Technology's product design process, I has been participated in designing various digital products to resolve the problems in engineer domain. In Scrum team, I has involved in the development process to deliver the products with optimised technical opportunities.
- **2020 - 2021 | Sush Labs | User Experience Designer**
  - Sush Labs is New Zealand based Digital Agency with more than 10 years of solving business problems. Their comprehensive end-to-end solutions have secured them a spot among New Zealand's top and best mobile app development companies.
  - At Sush Labs, my UX focus is mainly on the UX research and MVP prototyping for both mobile apps and websites in diverse domains. Besides, I am assigned some other tasks of UI and visual design as my solid design background.
- **2016 - 2020 | Digital Mekong | UI and Branding Designer by project**
  - Digital Mekong is a Vietnam-based Marketing and Branding Agency founded by French professionals. With a wide range of customers in different industries across Asia.
  - As a designer working by project, my role was to translate the requirements into concrete designs. The main focus was on UI design for website and branding design.
  - Digital Mekong provided me with great opportunities to enhance my knowledge and skills to work for diverse projects and various clients.
- **2017 - 2019 | HT House | Creative and Branding Manager**
  - My focus was on researching, creating and developing new brand concepts, manage Creative team of six and collaborate with Marketing and Operation teams to ensure the positive impression on the market. During nearly three years working for HT House, I am proud of being one of the contributors to one concept store, four restaurant concepts and one lifestyle concept.
  - Apart from design skills, this position gave me a higher level of management in term of dealing with people and deadlines, orientating the brand image, facilitating the communication with cross functional teams.
- **2016 - 2017 | L'Usine | Design Team Leader**
  - I worked for L'Usine in about one year, but it was a long journey and fantastic opportunities to collaborate with great artists such as Pariwat from Thailand (The big street), Maria Graven (Mark your wall). My role was to create and launch the concepts of L'Usine bistro, L'Usine ranges including Home, Beach; and especially seasonal visual merchandising - the most anticipated annual event.
  - Working with artists were exciting and taught me different senses of arts across cultures and styles. L'Usine is multi-cultures company, thus, my extra benefit is to adjust myself to suite with multi-cultures environment.

## REFERENCE

Mrs. Catherine Nguyen - Founder cum Director of Digital Mekong  
(French, English)  
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