**Tan (Timba) Le**

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**PERSONAL STATEMENT**

Hello! My name is Tan Le, but you can call me Timba. I am based in Auckland, New Zealand. As an experienced user experience designer proficient at conducting research and leading teams, I have a passion for cars, watches, and photography. With strong interpersonal skills and a talent for networking, I excel at collaborating across teams to design intuitive digital experiences centered around understanding user needs. My background in user research allows me to deeply empathize with end-users, while my team leadership enables seamless collaboration to bring engaging product visions to life. I love bridging the gap between engineering and design to create user-focused digital solutions.

**EXPERIENCE**

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| **Easylife & The Cleaning Crew**Auckland, New ZealandHybrid**The Goat Solution**Hanoi, VietnamRemote | **Operations Manager**July 2024 – nowSimultaneously working as Operations Manager for 2 companies (Easylife Laundry & The Cleaning Crew):* Oversee daily operation of the company such as scheduling, communication, workflow, etc. to ensure that the company is running efficiently.
* Manage all aspects of plannings and resources to account for new orders and employee's schedules.
* Supervise the IT admin projects and tasks to guarantee an excellent online presence.
* Collect and process customer data to perform analysis and customer relation activities.
* Communicate with clients and customers to ensure a smooth work flow.
* Liaise between business owners and employees to create a frictionless communication channel.
* Perform accounting tasks to verify customers' and partners' invoices.
* Create marketing materials (flyers, vouchers, digital artworks, etc.) to support the business growth.

**Project Manager**July 2022 - now* Establish relationship and connection through networking in order to bring in projects.
* Manage the team using Agile methodology.
* Develop short-term & long-term company growth through goals and roadmap.
* Negotiate contracts with clients.
* Oversee cashflow and all financial activities of the company.
* Guarantee an open and resourceful work environment through online/remote way of working.
* Liaison among teams & individuals in the company to make sure a fluid working structure.
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| **Xpon Technologies Group**Brisbane, AustraliaRemote | **User Experience Designer**January 2024 – now (Part-time)May 2022 – Januray 2024 (Full-time)Working on Wondaris (https://wondaris.com) product:* Manage product pipeline with strong focus on UX research for maximizing reception with current and future markets.
* Generate user-flow and layout ideas fitting researches' results.
* Create high-quality wireframes & Uls for Wondaris.
* Communicate with SM and PO to find solutions for different issues.

**UX/UI Designer**July 2021 - May 2022Worked on multiple projects under Xpon Digital:* Conducted UX researches in multiple projects and platforms.
* Generated user-flow and layout ideas fitting researches' results.
* Created high-quality wireframes & Uls in multiple products.
* Communicated with PMs to find solutions for various design disciplines.
* Strategized the requirements and user stories in multiple projects.
* Consulted clients on various branding and user-experience decisions.
* Assisted other team with Graphic Design tasks.
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| **Ecotek**Hung Yen, Vietnam | **Business Development Manager**January 2021 - July 2021Product Ekko:* Built a sale process and funnel to guide each potential customer through.
* Constructed a book of knowledge for all sales O&As.
* Ensured company revenue and profit and aligned with the CFO's & CEO's strategy.
* Proactively established a list of sale leads and progressed to approach them.
* Liaised between the company and customers to close sales.
* Organized meetings with potential clients.
* Researched the market to target desired customers.
* Worked with the UX team to understand more about customers and to improve the product.
* Assisted with hunting quality team members.

**User Experience Designer** February 2020 - July 2021* Executed UX researches and tests in multiple projects such as EcoOne app, Ecobus, Ekko, etc.
* Produced high quality Uls in multiple products.
* Communicated with developers to ensure quality products before shipping.
* Managed process and deadlines for all projects involved.
* Brainstormed ideas and transformed high-level requirements into real products.
* Strategized the requirements and user stories in multiple projects.
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| **BOND Vietnam**Hanoi, Vietnam | **Business Development Manager**June 2019 - February 2020* Consulted the CEO with sale leads and strategy to bring more clients to the company.
* Organized meetings with potential clients and progressed to negotiate deals with them.
* Researched the market to target desired industries and clients.

**User Experience Designer** June 2019 - February 2020* Created and executed UX researches and tests for clients' projects.
* Produced User flows, wireframes, and Uls in multiple projects from clients.
* Assisted graphic design team with graphic components.
* Maintained an organized work flow and project management.
* Strategized with the CEO about the team and work.
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| **APMEX Inc.**Oklahoma City, OK, USA Remote | **Graphic Design Contractor**January 2018 - January 2020* Produced product videos for multiple APMEX brand items.
* Created ideas and storyboards for motion graphic projects.
* Executed ideas into motion graphic promo videos.
* Worked off-site on a project based basis.
* Assisted with other graphic design tasks.
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| **Luxstay**Hanoi, Vietnam | **Design Lead**November 2018 - June 2019* Created and executed artwork for company's website, events and activities.
* Produced promotional videos and motion graphics for company's branding project.
* Assisted other teams with graphic design needs.
* Maintained an organized work flow and project management.
* Advised the CEO with branding strategies and image.
* Worked with other graphic designers in other departments on some expanded projects.
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| **Home Creations**Moore, OK, USA | **Graphic Designer**January 2018 - October 2018* Produced promotional videos for the company as well as its communities and employees.
* Responsible for drafting ideas and executing motion graphics and video production.
* Created printed media includes but not limited to flyers, posters, postcards, static billboards, community signage plan, exhibition display for events, etc.
* Generated electronic media includes but not limited web banners, email images, social media posts, electronic billboard, television graphics, etc.
* Maintained digital archive of marketing-related files.
* Maintained inventory of marketing supplies.
* Assisted in the setup and takedown for events.
* Maintained and updated information on Home Creations' website.
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| **Relay Creative Group**Broken Arrow, OK, USA | **Art Director** May 2017 - December 2017* Created artwork for clients.
* Brainstormed and executed ideas for branding projects.
* Maintained monthly projects.
* Presented design proposal to clients.
* Worked with Marketing Director on multiple strategy projects.
* Communicated with clients and liaised between clients and the CEO.
* Managed creative projects.
* Supported the CEO and other co-workers on daily tasks.
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**EDUCATION**

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| **University of Central Oklahoma**Edmond, OK, USA2012 - 2017 | **Bachelor of Fine Art**Major: Graphic DesignMinor: Illustration, Strategic Communication |

**EXPERTISE**

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| * Project Management
* Business Analysis
* UX Research
* Operation Management
 | * Visual Interaction Design
* Userflow
* Information Architecture
* Customer Experience
* Data Analysis
 | * User Interface
* Wireframing/Prototyping
* Usability Testing
* Digital Marketing
* Account Management
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**LANGUAGE**

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| **English**Professional Proficiency | **Vietnamese**Native  |

**INTERESTS**

My passion for photography is intricately woven with my love for travel. Exploring diverse landscapes and cultures provides a constant source of inspiration for my photographic pursuits. Whether capturing the play of light on a serene landscape or delving into the stories embedded in everyday life, each journey becomes a chapter in my visual narrative. Beyond photography, I am fueled by a keen interest in researching current technology trends. This curiosity not only satisfies my intellectual appetite but also enhances my creative endeavors by integrating cutting-edge tools and techniques into my work. The synergy of photography, travel. and technology forms a dynamic trio that propels my creative exploration in both the physical and virtual realms.

**REFEREES**

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| **Mads Werner**CEO Ecotek (**+84) 98 1455077****madswerner@ecotekcorp.com****Emma Duong**CEO Easylife & The Cleaning Crew (**+64) 22 679 2113****emma@thecleaningcrew.co.nz** | **Marcus Callon**Wondaris CPO Xpon Technologies Group(**+61) 416 391 710****marcus.callon@xpon.ai** |