**Tan (Timba) Le**

50 Alverston Street, Waterview, Auckland 1026, New Zealand

[timba@thegoatsolution.com](mailto:timba@thegoatsolution.com)

(+64) 027 220 3833

<https://timba-le.com>

**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**

|  |  |
| --- | --- |
| **Easylife &  The Cleaning Crew**  Auckland, New Zealand  Hybrid  **The Goat Solution**  Hanoi, Vietnam  Remote | **Operations Manager**  July 2024 – now  Simultaneously 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. |
| **Xpon Technologies Group**  Brisbane, Australia  Remote | **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 2022  Worked 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. |
| **Ecotek**  Hung Yen, Vietnam | **Business Development Manager**  January 2021 - July 2021  Product 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. |
| **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. |
| **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. |
| **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. |
| **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. |
| **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. |

**EDUCATION**

|  |  |
| --- | --- |
| **University of Central Oklahoma**  Edmond, OK, USA  2012 - 2017 | **Bachelor of Fine Art**  Major: Graphic Design  Minor: Illustration, Strategic Communication |

**EXPERTISE**

|  |  |  |
| --- | --- | --- |
| * 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 |

**LANGUAGE**

|  |  |
| --- | --- |
| **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**

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