**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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| **Xpon Technologies Group**Brisbane, AustraliaRemote | **Lead Experience Designer**July 2021 – now (Full-time)Lead the end-to-end experience design for Wondaris (https://wondaris.com), a customer data platform, by partnering closely with the Tech Lead and Product Manager to shape product strategy and validate development decisions.* Oversee and mentor a cross-functional design team, ensuring consistency, quality, and growth across all deliverables.
* Drive the UX vision through structured research, usability testing, and customer feedback to inform product roadmap and feature prioritization.
* Translate insights into scalable user flows, intuitive wireframes, and polished UI designs tailored to market needs.
* Collaborate with stakeholders including Tech Lead and Product Manager to solve complex problems and advocate for user-centric solutions.
* Guide and evolve the Wondaris design system for efficiency and alignment across development cycles.
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| **Easylife & The Cleaning Crew**Auckland, New ZealandHybrid | **Operations Manager**July 2024 – June 2025Simultaneously 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.
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| **The Goat Solution**Remote | **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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| **APMEX Inc.**Oklahoma City, OK, USA Remote | **Digital Designer**January 2018 - June 2025* Produced graphic and packaging designs for APMEX products.
* Created ideas and high-fidelity design for design 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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| **Ecotek**Hung Yen, Vietnam | **Senior User Experience Designer** February 2020 - July 2021Led UX strategy across multiple projects (including EcoOne app, Ecobus, and Ekko), focusing on research-driven design and close collaboration with Product and Tech Leads to validate development decisions.* Conducted user research, usability testing, and stakeholder interviews to inform design strategy and uncover user needs.
* Translated high-level product requirements into intuitive, scalable UI solutions aligned with business goals.
* Worked closely with developers to ensure design integrity throughout the implementation and shipping process.
* Managed timelines and deliverables across parallel projects, ensuring alignment with product milestones.
* Co-led requirement planning and user story mapping to drive clarity and efficiency across cross-functional teams.
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| **BOND Vietnam**Hanoi, Vietnam | **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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| **Luxstay**Hanoi, Vietnam | **User Experience Designer**October 2018 - June 2019* Designed and delivered UX solutions across Luxstay’s website and internal platforms, aligning with business goals and customer needs.
* Conducted user research and gathered feedback to inform iterative design improvements.
* Developed wireframes, prototypes, and high-fidelity UI for web and mobile experiences.
* Collaborated cross-functionally with marketing, engineering, and product teams to ensure seamless implementation.
* Provided strategic input to the CEO on brand identity and user engagement enhancements.
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| **Home Creations**Moore, OK, USA | **Graphic Designer**October 2017 - 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 2016 - October 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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| **Marcus Callon**Wondaris CPO Xpon Technologies Group(**+61) 416 391 710****marcus.callon@xpon.ai** | **Emma Duong**CEO Easylife & The Cleaning Crew (**+64) 22 679 2113****emma@thecleaningcrew.co.nz** |