**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, Australia  Remote | **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. |
| **Easylife &  The Cleaning Crew**  Auckland, New Zealand  Hybrid | **Operations Manager**  July 2024 – June 2025  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. |
| **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. |
| **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. |
| **Ecotek**  Hung Yen, Vietnam | **Senior User Experience Designer**  February 2020 - July 2021  Led 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. |
| **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. |
| **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. |
| **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. |
| **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. |

**EDUCATION**

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

**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**](mailto:marcus.callon@xpon.ai) | **Emma Duong**  CEO  Easylife & The Cleaning Crew  (**+64) 22 679 2113**  [**emma@thecleaningcrew.co.nz**](mailto:emma@thecleaningcrew.co.nz) |