**Tan (Timba) Le**

Waterview, Auckland 1026, New Zealand

timba@thegoatsolution.com

(+64) 027 220 3833

<https://timba-le.com>

**PERSONAL STATEMENT**

Senior UX/UI Designer with 7+ years of experience delivering human-centred digital solutions across SaaS platforms, e-commerce, and enterprise systems. Skilled at leading design teams, mentoring designers, and embedding design thinking within agile squads. Strong expertise in UX research, prototyping, and usability testing to translate customer insights into accessible, intuitive, and WCAG-compliant interfaces. Adept in Figma, Miro, and Adobe Creative Suite, with a proven track record of influencing stakeholders and shaping design systems for scalable, user-focused products.

**EXPERIENCE**

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| **Xpon Technologies Group**Brisbane, AustraliaRemote | **Lead Experience Designer**July 2021 – nowLead the end-to-end product design for Wondaris, applying human-centred design methodologies and collaborating with Tech Leads and Product Managers to align strategy with user needs, business goals, and agile delivery.* Oversee and mentor a cross-functional design team, embedding design best practices, fostering growth, and ensuring consistency and quality across all deliverables.
* Drive UX vision by conducting usability testing, customer interviews, and feedback analysis, influencing stakeholders and informing the product roadmap with accessible, customer-focused solutions.
* Translate insights into scalable user flows, wireframes, and high-fidelity UI using Figma, ensuring WCAG-compliant designs tailored to diverse user needs.

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| * Collaborate within agile squads and influence stakeholders through compelling storytelling and design recommendations, advocating for user-centric solutions to complex problems.
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* Guided and evolved the Wondaris design system, embedding accessibility standards and ensuring scalable, efficient design implementation across multiple development cycles.
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| **Easylife & The Cleaning Crew**Auckland, New ZealandHybrid | **Operations Manager**July 2024 – June 2025Managed day-to-day operations for two service businesses, overseeing scheduling, communications, and resource planning. Supervised IT and marketing efforts, maintained client relationships, supported accounting tasks, and streamlined internal communication between business owners and staff to ensure smooth, efficient workflows.* 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 – nowLed business development, team operations, and strategic planning for a remote-first IT Service Company. Built client relationships, negotiated contracts, managed finances, and implemented Agile workflows to support a collaborative and growth-focused environment:* 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.
* Liaise 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 2025Produced packaging and promotional designs for APMEX, delivering high-fidelity visuals and motion graphics on a project basis. Worked remotely to support various design needs and execute creative concepts across formats.* Designed digital product interfaces and packaging that enhanced usability and customer engagement for APMEX’s e-commerce platform.
* Delivered high-fidelity designs for digital projects, collaborating with developers to ensure smooth implementation.
* Produced interactive and motion graphics to support marketing campaigns, enhancing overall customer experience.
* Collaborated remotely with cross-functional teams, contributing to design projects within agile workflows.

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| * Supported broader design team with visual assets while focusing on improving graphic aesthetic consistency and accessibility.
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| **Ecotek**Hung Yen, Vietnam | **Senior User Experience Designer** February 2020 - July 2021Led UX strategy across EcoOne app, Ecobus, and Ekko, embedding human-centred design within agile squads, collaborating with Product and Tech Leads to validate development decisions and align with business and customer goals.* Conducted user research, stakeholder workshops, and usability testing to uncover needs and validate solutions, presenting insights that influenced product design and stakeholder decision-making.
* Translated requirements into wireframes, prototypes, and high-fidelity UI using Figma and Adobe XD, ensuring scalable and WCAG-compliant designs aligned with business goals.
* Collaborated closely with developers within agile delivery cycles, ensuring design integrity and smooth implementation of intuitive user experiences.
* Managed design deliverables across multiple projects, aligning with product milestones and collaborating with stakeholders to ensure on-time, customer-focused outcomes.
* Co-led requirement planning and user story mapping workshops, driving clarity and efficiency across agile cross-functional teams.
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| **BOND Vietnam**Hanoi, Vietnam | **User Experience Designer** June 2019 - February 2020Led UX research and testing for client projects, delivering user flows, wireframes, and UI designs. Supported the graphic team with design assets, maintained organized workflows, and collaborated closely with the CEO on team strategy and project planning.* Designed and executed UX research studies (usability tests, surveys, and interviews) for client projects, uncovering actionable insights to guide UI design.
* Produced user flows, wireframes, and high-fidelity UI designs using Figma and Adobe Creative Suite, ensuring intuitive and accessible client solutions.
* Supported cross-functional design teams by contributing visual design components that complemented digital product interfaces.

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| * Maintained efficient workflow through agile design processes, ensuring projects met client expectations and timelines.
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* Partnered with the CEO to define UX strategy and shape team practices, embedding human-centred design into client engagements.
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| **Luxstay**Hanoi, Vietnam | **User Experience Designer**October 2018 - June 2019As a User Experience Designer at Luxstay, I delivered UX solutions across web and internal platforms by aligning user needs with business goals. I conducted user research, created wireframes and high-fidelity UI, and collaborated with cross-functional teams to ensure smooth implementation. I also advised the CEO on brand identity and user engagement strategies.* Designed and delivered UX solutions for Luxstay’s website and internal platforms, aligning with business goals and informed by user research and feedback.
* Conducted usability testing, surveys, and interviews to gather insights, driving iterative improvements in web and mobile experiences.
* Developed wireframes, prototypes, and polished UI using Figma and Adobe XD, ensuring accessibility and usability across devices.
* Collaborated with marketing, product, and engineering squads in an agile environment to ensure seamless implementation of UX solutions.
* Advised CEO on UX strategy and brand experience enhancements, strengthening user engagement and alignment with business objectives.
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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 |

**SKILLS**

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| **UX / UI Design*** Human-Centred Design
* Information Architecture & User Flows
* Wireframing & Prototyping (Figma, Adobe Creative Cloud)
* Design Systems (scalable & accessible, WCAG/NZ Govt Standards)
 | **UX Research & Testing*** Usability Testing (remote & in-person)
* Stakeholder Workshops & Interviews
* Customer Insights & Data Analysis
* Tools: Optimal Workshop, Miro, Askable, Hotjar, Pendo.io
 | **Collaboration & Leadership*** Agile & Cross-functional Squad Collaboration
* Mentoring & Team Leadership
* Stakeholder Engagement & Storytelling
* Product Strategy Alignment
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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** |