

NGUYEN HOANG LAM

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UX/UI Designer | Product Designer

SUMMARY

I am a UX/UI Designer who loves sports and technology. I use Figma and Framer to design mobile and web products. My main project, **Spotifider**, is a sports connection app very similar to what ONTO is building. I care about making products that are simple, useful, and enjoyable for real users.

TECHNICAL SKILLS

Hard Skills : Figma, Framer, Adobe Photoshop (Ps), Adobe Illustrator (Ai), AI Tools.

Skills: End-to-end UX, User Research, Competitor Analysis, A/B Testing, Interaction Design, Problem Solving.

Product Management & Operations

- **Documentation:** Feature Specification & PRD Writing (Basic), Product Roadmap Awareness.
- **Research:** Competitive Analysis, Market Research, User Persona Development.
- **Testing:** Quality Assurance (QA) & User Acceptance Testing (UAT).

Data & Technical Familiarity

- **Development:** Familiar with HTML/CSS structures, understanding of Software Development Life Cycle (SDLC)
- **Soft Skills:** Product Mindset, Problem-solving, Time Management, Leadership, Teamwork, Communication.

Languages

- **Vietnamese** – Native
- **English** – Intermediate (able to read UX case studies, design briefs, and communicate in collaborative environments).

EXPERIENCE

Spotifider | UX/UI Designer (Final Project - 2025)

Award: Outstanding Thesis Project 2025

Most sports apps only let you book a court. Users come once and never return. The core challenge was: how do we make people actually want to come back every day?

- **Overview:** Designed a sports community and coaching app for Pickleball players. Led end-to-end UX from user research and competitor analysis to final UI.
- **UX Research & Problem Definition:** Identified a critical pain point players relying on fragmented social groups (Zalo/Facebook) for matchmaking, creating high friction in court booking and translated this into a focused product strategy.
- **Retention System Design:** Integrated DUPR (Dynamic Universal Pickleball Rating) as a gamification layer to discourage users from leaving the app, ensuring users stay engaged long term
- **Problem Solved:** Addressed the issue of sports apps feeling "transactional" and boring by shifting the focus beyond just booking courts to building community interaction, thereby improving user retention and making exercise a fun, social habit.
- **Product Mindset & Pivoting:** Initially designed an MVP matchmaking feature, then ran User Interviews and A/B Testing. Discovered users didn't trust meeting strangers 1-on-1, so pivoted to a community based design instead.
- **Outcome:** Successfully pivoted the design based on real user feedback, learning that a simple Tinder-style UI could not solve complex social sports problems, and prioritized community trust and safety over a quick "swipe".

VSSID Redesign | UX/UI Designer (Designathon 24h - 2025)

Millions of elderly users in Vietnam could not use the national insurance app alone. The interface was too complex. The core challenge was to make it simple enough for everyone.

- **UX Research:** Analyzed complex public administrative workflows within a 24-hour timeframe, identifying "tech disability" among elderly users who struggle with insurance management and documentation.
- **Conversational AI Assistant:** Designed an AI assistant that guides users step by step using simple voice and text so they don't need help from others.
- **Proactive AI Prevention & Security:** Added automatic reminders for premium deadlines and security alerts for suspicious activity.
- **Administrative Automation:** Designed auto-fill forms and direct payment so users don't need to do manual paperwork.
- **Outcome:** Awarded high scores for **Practical Feasibility** and **User Empathy**. The project was recognized for its readiness to be integrated into real-world national insurance systems.

BDS (Bar Display System) | UX/UI Designer (2026)

- Designed a smart bar display system specifically tailored for high-volume coffee shops.
- Solved real operational pain points directly drawn from 7 years of working in specialty coffee, including complex order management and real-time inventory tracking.

Education

Arena Multimedia

2023-2025

Comprehensive program covering graphic design, branding, typography, motion graphics, and digital illustration.

Google UX Design

2024-2025

Online UX/UI courses focused on user research, wireframing, prototyping, and usability testing.

Work Experience

F&B Operations & Customer Experience Specialist

The Kho Group | Arabica % |

Various roles in café and restaurant management 2017 - 2024

- Accumulated **7 years of experience** in customer service, team leadership, and operational management within the F&B industry.
- Developed a deep understanding of **human behavior, customer needs, and experience design**, which later became the foundation for a user centered approach in UX/UI.
- Trained staff teams to improve service quality, streamline workflows, and increase customer satisfaction.
- Collaborated with suppliers, marketing teams, and customers to maintain smooth business operations and brand consistency.
- Strengthened key soft skills such as **communication, empathy, adaptability, and problem solving**, now applied to digital product design.

 [My Portfolio | Framer](#)

 [Hoang Lam | Behance](#)

 [Hoang Lam | LinkedIn](#)