



Nguyen Thi Thu

Experienced UI/UX designer

Senior UI-UX designer with 10+ years of experience and expertise in website and app design. Participated in the design of many domestic projects, the Japanese market and gained the trust and satisfaction of customers. Looking to leverage my skills to deliver transformational improvements through creating user-centric design that delivers optimal performance for design websites and apps.

Personal info

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Hanoi city, Thuong Tin district

Born in 1991

www.thuvivu.com

[Behance Profile](#)

My skills

Primary: **Illustrator, Photoshop, Adobe XD, InDesign, Figma, Sketch**

Secondary: **HTML, CSS, After Effects, Premiere Pro**

Recent roles: **Senior UX/UI Designer**

Industries: **Ecommerce, Travel, booking hotel, Restaurant, Healthcare, Finance...**

Languages: **Vietnamese - full working proficiency
English - medium working proficiency**

Experience

Career

UI/UX Team Lead

Pionero • Full time

2023 - 2026

- UI/UX Team Lead at Pionero, responsible for defining UX/UI direction and overall design quality across outsourcing projects and internal products. Worked directly with company leadership to align product goals, establish design KPIs, and ensure design decisions supported business strategy.
- Led and mentored a team of 3-4 designers, including goal setting, task planning, design reviews, and team capability development. Contributed to defining workflows, UX/UI standards, and scalable design systems across products.
- Collaborated cross-functionally with Product, Engineering, Marketing, and Sales teams to translate business requirements into practical UX solutions. Acted as a key bridge between leadership, design, and development teams, participating in product-level decision making and prioritization.

Senior UI/UX Designer

GMO - Runsystem • Full time

2019 - 2023

- Design projects for the website, software, internal, and customer applications.
- Design system, design guideline
- Design products for online advertising and communication channels: banners, cover photos, flash animation, infographics, email marketing, etc.
- I am designing websites, landing pages, marketing products and services, and tenten.vn, z.com, and other departments.
- Research and improve UI - UX optimization, and buying flow for tenten.vn

UX/UI Team Lead

Web Management Joint Stock Company • Full time

2016 - 2019

- Manage and build KPIs for the team
- Responsible for the main design for portal projects, administration software, customer applications and internal company
- Design corporate and customer communication publications

UI & Graphic Designer

Vietiso Joint Stock Company • Full time

2014 - 2016

- Design website interface, mobile application, tour management application CRM travel in restaurants, hotels, e-commerce, hotel booking, air tickets...
- Brand identity design
- Designing internal communication publications, advertising products, and services

Junior Designer

Solid Software Joint Stock Company • Full time

2012 - 2014

- Website layout design
- Design advertising images, banners, logos...
- Designing media publications: logos, visiting cards, envelopes...

Education

Schools & universities

Bachelor of Information Technology | The University of Transportation Technology

2009-2012

Graduated from the 2D graphic design course | VnSkills Multimedia

2010 - 2012

Graduated from the Practical UX: Connections course | STAYLAB • www.staylab.co

October 2023

Certifications [Certificate in Graphic Design 2D](#)

Certifications [Certificate in Practical UX: Connections](#)

Thanks for viewing my profile? Reach out!

I am waiting for the next challenge.

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Your career is a marathon, not a sprint.