



# Bui Vinh Quoc Bao

UI/UX · Product Designer · Front-End (vibe-coded)

Email [buivinhquocbao@gmail.com](mailto:buivinhquocbao@gmail.com) Phone 0929 986 767 LinkedIn [linkedin.com/in/buivinhquocbao](https://www.linkedin.com/in/buivinhquocbao)

Portfolio [ryanfolio.xyz](https://ryanfolio.xyz) Location Hanoi, Vietnam

UI/UX & product designer with four years building B2B SaaS and AI trade platforms from end to end. A business background gives me a sharp eye for product: I carry work all the way from research and information architecture through polished UI and design systems, then build the front-end in code myself. I care about results, not just screens — my work has shifted core metrics by 20–90% on products used by 10,000+ people.

UI/UX Design Systems Information Architecture Product Thinking Front-End (vibe-coded) Data & Analytics

## EXPERIENCE

### UI/UX Designer

Aug 2024 — Present

#### Astra Technology — Hanoi

I design across Astra's suite of AI trade & commerce products for the Vietnamese and Korean markets — FECT, APEX, Apollo, Gobiz, AIM and Vikoone — and lead the shared design system. As design lead on the flagship FECT (500+ enterprises), I lifted document completion from 68% to 90%, cut activation to a third, built an 80+ component system and vibe-coded the Portal's front-end (live at [fect.vn](https://fect.vn)).

### UI/UX Designer

Jan 2024 — Jun 2024

#### GAPIT Communications — Hanoi

I designed an omni-channel marketing-automation suite for 1,000+ SMEs and built the design system behind it. The messaging tool I designed grew into the platform's second-largest revenue stream, while satisfaction climbed from 6.8 to 8.4 and churn fell from 8.5% to 5.2%.

### UI/UX Designer

May 2023 — Nov 2023

#### DATX — X-Wealth trading platform

I led the UX for an AI stock-trading app used by 10,000+ investors (\$10M+ in monthly GMV), lifting order completion from 65% to 82% and designing a referral loop that brought in 30% of new sign-ups at a fraction of the usual cost.

### Freelance UI/UX & Product Research

2022

#### Independent — Remote

I designed and ran product and market research for early-stage startups — an EdTech learning app and a premium e-commerce marketplace — shaping their design systems and pitch decks, which together helped raise over \$250K in seed funding.

## SELECTED PROJECTS

FECT — AI customs & trade portal · UI/UX · DS · FE	2024—Now
APEX — AI export platform (KOTRA) · UI/UX · FE	2024—Now
DATX X-Wealth — AI stock-investing app · UI/UX · DS	2023
Apollo 2.0 — national R&D platform (KISTI) · UI/UX · DS	2024
GAPONE — omni-channel marketing · UI/UX · DS	2024
Plutus — AI investment platform · UI/UX	Freelance
Brainiac — EdTech learning app · UI/UX · Product	2022
Là Lá — handicraft e-commerce · UX Research · UI	2022

## SKILLS

### Design

UI/UX Design · Design Systems · Prototyping · Wireframing · Journey Mapping · Interaction & Motion

### Product (PM-leaning)

Product Thinking · Prioritization (RICE/MoSCoW/Kano) · NPS · CSAT · KPIs · Stakeholder Alignment · Agile / Scrum

### Front-End (vibe-coded)

HTML / CSS · React / Next.js · Tailwind · Framer Motion · AI-assisted (vibe coding)

### Research & Data

User Interviews · Usability Testing · JTBD · GA · Mixpanel · Hotjar · A/B Testing · SQL

### Tools

Figma · Jira · Notion · Miro · Slack

## EDUCATION

### B.B.A. — International Economics & Global Business Management

#### Troy University, USA

Graduated Oct 2023 · GPA 3.7/4.0

Dean's List (3 semesters) · International

Student Leadership Award

## CERTIFICATIONS

Google Product Management Certificate — Coursera, 2024

Design Thinking: The Ultimate Guide — Interaction Design Foundation, 2023

User Experience: The Beginner's Guide — Interaction Design Foundation, 2023

Microsoft Office Specialist — Master — Microsoft, 2023

Ethical Leadership Certification — NASBA Center for the Public Trust, 2022

## LANGUAGES

Vietnamese Native  
English Professional · IELTS 7.0  
Korean Basic