

DANG TRUNG TU

Product Designer with 5 years of experience, specializing in: Ecommerce CRO, AI Product, EdTech. And I'd designed an gamification product (Web + App) from 0 to 50k+ installs on iOS and Android, 10k+ MAU.

Portfolio: <https://uiskill.com/portfolio>

Tools I'm using: Figma, Canva, Claude Code, Codex, Cursor, Jira, Notion



Experiences

March 2025 - June 2026

Product Designer

Growth Bold

1. Design **Pupi AI** (SaaS) - AI educator, tutor and friend for K-12 student in Vietnam: Live Site: <https://pupi.vn/>

2. Design **HEF** (iOS & Android Mobile App) - The Ho Chi Minh City Economic Forum (HEF) organized annually by the Ho Chi Minh City People's Committee. Live Site: <https://play.google.com/store/apps/details?id=com.growthbold.hef>

3. Design **Dental X** (SaaS)- Dental Clinic Management Platform. Live Site: <http://dentalx.vn/>

June 2024 - January 2025

UX Designer

Forix

I help Shopify, Magento, and BigCommerce businesses optimizing conversion rate by:

1. Analyzing ecommerce platform data, GA4, and Hotjar insights to identify key issues. Conducting UX audits to uncover opportunities and optimize main flows/pages using research-backed best practices: UX Audit (GA4, Hotjar, Baymard best practices): <https://glacieroutdoor.com/> , <https://www.finewinehouse.com/>

2. Creating low-fidelity wireframes and designing high-fidelity UIs with clear design notes for seamless handoff to engineers using Figma UI Design: <https://www.minervabeauty.com/> , <https://liquorama.com/>

April 2022 - July 2023

Business Analyst & Product Designer

@ABC Technology JSC

Design **Pupi** gamification e-learning platform (SaaS + Mobile App), which reached over 50,000 installs. Live Site: <https://apps.apple.com/vn/app/pupi-h%E1%BB%8Dc-vui-ti%E1%BA%BFn-b%E1%BB%99/id1638474798>

July 2023 - April 2024

Product Designer

Gap Year (Self Discovery Phase)

I worked on main projects:

1. Design **Taming Market**: Micro-blogging social network for the financial niche similar to Medium and Substack.
2. Design **AutoTrack**: Car loan mobile app
3. Design **Keiaura**: Shopify skincare website

March 2021 - March 2022

Product Designer

@Base Corp

Design **Ecommet Virtual Tradeshow Platform**.