

# Tuan Son

## UI/UX Designer

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Portfolio link

### EDUCATION

#### National Economics University

Expected June 2026

Bachelor of Computer Science.

Relevant coursework: Business Analysis, System Analysis & Design, Web Design & Programming, Mobile App Development, User Experience Foundation, User Interface Design (UXFoundation).

### PROJECTS

#### UX Designer, Lollypop Designathon 2025

September 2025

AI-native app for detecting navigation errors in traffic

- Collaborated with 5 team members in a **24-hour hackathon** with the goal of helping young people navigate the city's busy traffic.
- Led **user research** to identify key pain points in how young commuters navigate unfamiliar routes. Synthesized 5 in-depth interviews to define opportunity areas, and establish the strategic direction for the MVP.
- Translated user research insights into quick **wireframes** to **visualize** complex flows. Delivered a **strategic pitch** to industry judges that highlighted the **product's scalability** and **user impact**.

#### UX Designer

August - September 2025

Web application to help in reading complex material

- Collaborated in **product discovery** to deconstruct the "complex reading" problem, using the **Jobs to Be Done (JTBD)** framework to identify user needs and usage contexts.
- Contributed to the **solution strategy**, working with the design partners to translate abstract research insights into low-fidelity wireframes for the MVP.

#### UX Designer, Petfren

May - July 2024

Smart math tutor app for parents

- Led **user research** to identify key pain points in how parents teach math. **Analyzed insights** from 5 in-depth interviews to define the core problem.
- Synthesized research data into **User Personas** and **Customer Journey Map** to visualize usage contexts and strategic opportunities.
- Created a rapid **prototype** to introduce **UX recommendations** by defining **key feature** sets and user flows

### SKILLS

UI/UX Design, Product Research, Wireframing, Prototype, HTML/CSS, JavaScript, React, Git.

### TOOLS

Figma, Figjam, Microsoft Office Suite, Notion, Obsidian, VSCode, Zed.