





## Nhi Le


**Date of birth:** 5 Jun 1996


**Nationality:** Vietnamese

## CONTACT

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## ABOUT ME

Product designer(UX/UI) | Design system owner | Crafting intuitive interfaces | Highly proficient in complex user flow solving

## WORK EXPERIENCE

**1 FEB 2024 – CURRENT** Delft, Netherlands

### Founder, Product designer SFIE

Entrepreneurship mindset  
First own business and currently in a prototype process, expected to launch in April 2024  
Business planning and operation

Responsible for product and service concept from scratch design  
User and market research, Build mockup and prototype  
A/B testing and collaboration with dev through all stages

**7 MAR 2022 – CURRENT** Delft, Netherlands

### Product UX-UI designer Vibes technology

Be engaged in product and user analysis for products in the NVH (noise-vibration-hardness) domain. Transform engineering requests into intuitive products interfaces together with developers  
Be responsible for entire product design cycle from sketches, wireframes, prototypes, and user testing by collaborating with dev team and engineers (internal users)

**1 MAR 2022 – CURRENT** Delft, Netherlands

### Design system designer Vibes.technology

Owner and contributor of Vibes design system.  
Adapt and build the foundation of Vibes design system under collaboration with dev team  
Continuously improving design components to make sure the design system is centralized, up-to-date and ready to implement

**14 JUN 2021 – 14 DEC 2021** Hamburg , Germany

### Visual Content designer dintegra

Content creation for digital products of preventive maintenance, fleet and asset management(CMMS, ERP) across industrial operations  
Work alongside brand strategists, content specialists to create content visual solutions for LinkedIn post and brand activation campaign.

**20 SEP 2020 – 20 MAR 2021** Utrecht , Netherlands

### Amazon Visual Content design Orange Sellers

Visual design for Amazon service focused on 'decision to buy' of customer journey. Improving Product design, creating. Visual contents for brands on Amazon marketplace, including product pictures, EBC (Enhanced brand content), storefront, Amazon post and advertising/ campaign videos.

**1 OCT 2020 – 31 MAR 2021** Utrecht, Netherlands

### Web and branding designer Ofoundation

Web design and Visual contents for company on Social media channels



## EDUCATION AND TRAINING

**30 SEP 2018 – 19 JUL 2021** Rome, Italy

**Master of Science in Product design** Sapienza University of Rome

**Address** Piazzale Aldo Moro 5, 00185, Rome, Italy | **Website** <https://www.uniroma1.it/en/pagina-strutturale/home>

**14 SEP 2014 – 31 JUL 2018** HO CHI MINH CITY, Vietnam

**Bachelor of Science in Industrial design** Ho Chi Minh University of Architecture

**Address** 196 Pastuer street, district 3, 72400, HO CHI MINH CITY, Vietnam | **Website** <http://en.uah.edu.vn/>

**1 MAR 2022 – CURRENT**

**Master in Sonic Art** Tor Vergata University of Rome

**Website** <https://web.uniroma2.it/>

## DIGITAL SKILLS

Figma & Adobe XD | Microsoft Excel | Adobe Photoshop, illustrator, AI | Microsoft Office (Outlook, Excel, Word, PowerPoint) | Rhino 3D modeling

### RESEARCH SKILLS

competitive analysis | Research Design | Data Science, Data Analytics, Data Visualization | Market & User Research | B2B Marketing | Benchmarking | user persona | Internet of Things (IoT) Knowledge

### DESIGN AND PRACTICAL SKILLS

Microsoft Office | Social Media | Prototyping & User Testing | Video and Sound editing | Design tools (Photoshop, Illustrator, XD, Figma, Affinity)

## LANGUAGE SKILLS

**MOTHER TONGUE(S):** Vietnamese

**Other language(s):**

**English**

**Listening** C2

**Reading** C2

**Writing** C1

**Spoken production** C2

**Spoken interaction** C1

**Italian**

**Listening** B1

**Reading** B1

**Writing** B1

**Spoken production** B1

**Spoken interaction** B1

**Dutch**

**Listening** A1

**Reading** A1

**Writing** A1

**Spoken production** A1

**Spoken interaction** A1

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*