

EXPERIENCES

SEAMONEY HEADQUARTER - SEA GROUP

Singapore

Senior Regional Product Manager (Fintech/Payment)

Feb 2022 – Present

- Managed all stages of product life cycle including product roadmap, defining user journey, product requirements PRD from ideation to product launch in South East Asia & Brazil, created user stories and oversaw product development, UAT testing with Local team, deployment and made data-driven decisions of post-release enhancements for ShopeePay payment
- Led the development and launch of ShopeePay checkout in Shopee App & for whole shopee ecosystem in various platforms: App, mobile web, PC web, resulting > **95% success rate**, successfully optimized the average payment completion time from 20 seconds to an **impressive 2 seconds** by PIN-less feature
- Owner of NFC payment in Indonesia; Led implementation of Auto-renew Subscription feature by tokenized payment to optimize user engagement; Achieved 70% users actively authorize auto-renewal after launch
- Handled Clearing & Settlement related features; worked on Payment reconciliation with Finance team and e-tax feature
- Managed stakeholders' diverse business needs and priorities and objectives; resulting in seamless collaboration with cross-functional team and ensuring timely delivery of high-quality products and features; Demonstrated strong technical acumen by actively engaging with engineers to streamline API design, develop comprehensive tech specs and successfully address complex system challenges: tokenized payment, NFC, Security

SHOPEEPAY (SEAMONEY'S E-WALLET) - SEA GROUP

Vietnam

Product Manager (Fintech/Payment)

Dec 2019 – Feb 2022

- Conducted extensive Market Research including data analysis, competitor analysis, surveys, resulting to carve out position for ShopeePay Vietnam by enhanced features implementation to increase user based - uplift **2x in 1.5 year**
- Increased **3x** new merchants onboard within 4 months by integrating with local Banks and Merchants in App & Web, fostering positive vendor relationships
- Drove performance brilliantly to **3x** total transactions for campaign in Vietnam (10.10, 11.11, 12.12) together with Marketing team by projection and features optimisation (Money Transfer, Free Money)
- Shaped and owned product roadmap for ShopeePay Vietnam, from problem identification to feature prioritization, prototyping designs, UI/UX designs review, UAT Testing, post-launch analysis for future enhancement

Operation & Risk Management - Vietnam Lead (Fintech/Payment)

Mar 2019 – Dec 2019

- Led an 12-member team involved in back-end system, fraud prevention to enhance day-to-day operation for VN market
- Implemented dynamic operational dashboards, enhancing real-time monitoring and decision-making capabilities
- Mitigated risks by enhancing systems and processes through data analysis

JOHNSON & JOHNSON

Malaysia

Customer Success (Pharmaceutical/Medical tech)

Oct 2016 – Feb 2019

- Maintained accurate Vietnamese customer account data to evaluate their issues and develop potential solutions in Vietnam market
- Liaised and collaborated with Legal and Marketing in Vietnam to manage media crisis situations; Reconciled cost of faulty product and refunds by working with multiple centers in APAC

BAYA INTERIOR DESIGN

Vietnam

Sale Team Lead

Sep 2013 – May 2015

- Rewarded as "The Best Staff of the Year 2014"

EDUCATION & CERTIFICATES

TON DUC THANG UNIVERSITY

Vietnam

Bachelor of Arts in Business English

2010- 2014

CERTIFICATES

[Mastering Product Management \(Reforge\)](#)

[Certified Blockchain Expert \(Blockchain Council\)](#)

[Real World Product Management \(AWIT\)](#)

[Software Architecture Foundations \(LinkedIn\)](#)

[Certified Scrum Product Owner \(CSPO®\)](#)

ACHIEVEMENTS

HACKATHON

Ho Chi Minh City, Vietnam

Rewarded as "The most advanced technology" prize at Sea Hackathon 2020

2020

EVENTS

SEA regions

Speaker at Barcamp in Malaysia & Singapore

2017

SKILLS & INTERESTS

Technical: MySQL, Postman, JIRA, Figma, Confluence, Security knowledge (Encryption, Tokenization, Authentication, Fraud detection), Software Architecture (RESTful, Microservice, Native iOS/Android)

Soft skills: Stakeholders management, Market Research, Problem-Solving, API integration, Presentation, Prioritisation

Language: English (Professional working proficiency), Vietnamese (Native)

Interest: Paintings, West Coast Swing dance, making cakes, piano, guitar