

# NGO THI THU UYEN

INTERN BUSINESS ANALYST

im.thu.uyen@gmail.com

Hanoi, Vietnam

(+84) 70 532 3158

## SUMMARY

Business Analyst Intern with hands-on experience in business process analysis, digital transformation, and UI/UX optimization. Skilled in process flow modeling, requirement documentation (BRD, user stories), and leveraging tools like Figma, WordPress, and data analytics platforms to enhance customer experiences. Passionate about using data-driven insights for strategic decision-making. Future goal: Digital Transformation Consultant.

## RELATED EXPERIENCE

2024 - 6th Semester

### SUBJECT: MARKETING STRATEGY

#### Market Research & Social Media Analyst

- Evaluated STP strategies to align segmentation with audience needs, enhancing strategic positioning.
- Analyzed social media presence and key engagement metrics, delivering actionable branding recommendations.
- Assessed environmental, social, and economic impacts, incorporating sustainable marketing principles for long-term value.

2024 - 6th Semester

### SUBJECT: DATA WAREHOUSE DEVELOPMENT

#### Project Coordinator

- Led task allocation based on team strengths, increasing project efficiency by 20%.
- Monitored key milestones to ensure timely project delivery.
- Resolved 90% of project roadblocks by identifying workflow inefficiencies and proposing optimized ETL designs.

2024 - 5th Semester

### SUBJECT: ENHANCING CUSTOMER JOURNEY OF DLG HOTEL DA NANG

#### Business Analyst & Web Designer

- Conducted UI/UX analysis to identify customer journey pain points in hotel booking.
- Designed and implemented a new website using WordPress and Figma, improving conversion rates.
- Created BRD documents to ensure alignment between business goals and technical requirements.

2023 - 3rd Semester

### SUBJECT: SME DIGITAL TRANSFORMATION

#### Business Process Analyst

- Interviewed small grocery store owners to assess inventory management inefficiencies.

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## RELATED EXPERIENCE

- Developed a digital transformation strategy integrating POS systems and online ordering platforms.

## EDUCATION

2021 - 2024

### VIETNAM NATIONAL UNIVERSITY

50% Merit-Based Scholarship

2024's Fall Semester GPA of 3.95/4.0 | CGPA of 3.47/4.0

2018-2021

### HANOI - AMSTERDAM HIGH SCHOOL FOR THE GIFTED

French Specialized

## TECHNICAL SKILLS

## SOFT SKILLS

- Business Process Modeling (BPM)
- SQL, Power BI, Tableau
- Python
- Agile, JIRA, SDLC
- CRM Systems
- Prototyping & Wireframing (Figma, WordPress)

- Critical Thinking & Problem-Solving
- Stakeholder Communication
- Documentation & Presentation
- Project Coordination & Team Collaboration
- Adaptability & Flexibility

## EXTRACURRICULAR ACTIVITIES

2024

### TF SCALE 2024

Student Exchange Program, Sponsored by Temasek Foundation (Singapore)

2023

### OVERSEAS IMMERSION PROGRAM (OIP)

Hosted cultural exchange program for Ngee Ann Polytechnic, Singapore

### ASEAN DATA SCIENCE EXPLORERS

Developed an innovative solution for waste management in Vietnam

2022

### FUTURE BUSINESS ANALYST 2022, RMIT UNIVERSITY

Business Case Solution for BIDV Bank