

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

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

SOFT SKILLS

- 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