

THU DO

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Eligible to work in the US without sponsorship.

EDUCATION

- MS in Strategic Management / Kelley School of Business Indiana University
- BFA in Graphic Design / Savannah College of Art and Design
- Familiarity with HTML, CSS, Javascript, Ruby / FreeCodeCamp + Flatiron School
- VR/AR/XR Design with Unity, SparkAR, and C# / Fashion Institute of Technology
- Generative AI – Google & LinkedIn Learning
- Prompt Engineering for ChatGPT – Vanderbilt University via Coursera

CORE COMPETENCIES & SKILLS

User Experience Research & Design: Workshop Facilitation | Customer Profiles | Information Architecture | UX Research | User Testing | Research Protocol | Survey | A/B Testing | Journey Mapping | Affinity Mapping | Service Design | Product Design | User Experience Design | Interaction & Prototype | User Interface Design | Design System | Augmented Reality | Virtual Reality | Generative AI | Prompt Engineering | Figma | Search | Accessibility

Digital Product Strategy: B2B | B2C | Marketplace | Market Research | Startup | Product Roadmap | Leadership | Content Development | Product Strategy | Analytics | Innovation | CRM | US Patent

Design Management and Leadership: Team Management | Product Management | Generative AI for Design Operations | Budget Planning | Hiring | Onboarding | Lean UX Practice | Engineering Integration | Process Framework | Stakeholder Management | Sprint Planning | Agile | Mentorship | Training

PROFESSIONAL EXPERIENCE

TAILORU | New York, NY | *Product Design Principal + Founder* 2018 - 2023

- Spearheaded the research and design for the launch/relaunch of 20 start-ups, managing up to 5 concurrent research and design projects, totaling \$500k in revenue by the second year.
- Established and nurtured a globally distributed team of 30+ researchers and designers at TAILORU Collective, spanning multiple continents and 6 countries.
- Pioneered remote-first and collaborative product design and research processes, achieving a 25% increase in team productivity and 15% reduction in project delivery time.
- Patented TAILOAR, an innovative AR solution for custom clothing. With user-led measurement capture, TAILOAR reduces return rates by 30% and improves engagement metrics by 25%.

Techstars | Future of Work Program | Denver, Colorado | *Product Design Mentor* 2022 - 2023

- Mentored 12+ startup founders on product strategy, market analysis, and user research. Conducted product audits, design evaluations, and facilitated recruitment of high-performing product teams, improving time-to-market and development efficiency.

UncommonGood | New York, NY | *Head of UX* 2021 - 2023

- UncommonGood, a certified B-Corp, on track to gain a user base of early 200+ impact-driven organizations within the first year of launch.
- Directed a team of 5 researchers, UX/UI designers, and product designers to launch this B2B2C SaaS platform, resulting in a \$1M+ pre-seed raise, increasing feature adoption rate and user engagement by 20%.

FREELANCING (via iCrossing and Group of Humans) | New York, NY | Lead UX Designer 2021 - 2022

Pearson | Managed UX/UI designers and led design, prototyping, and testing of a cutting-edge e-learning UX, integrating AR/VR features for improving international student ESL engagement.

CeraVe | Streamlined and personalized the branded skincare quiz to enhance product discoverability and overall user knowledge in skincare.

Canidae | Reimagined a best-in-class e-commerce experience for a sustainable pet food experience which prioritized accessibility and personalization across 4 different target profiles.

Infinant | Collaborated with 4-person UX/UI team to map intricate user journeys between healthcare providers, parents, investors, and scientists for the innovative infant gut b-infantis microbiome product.

Microsoft | Played a key role in designing an interactive product discovery interface.

Humana | Conducted comprehensive research and audited the entire Humana experience with the goal of improving user retention and conversion rates.

Maryland Institute College of Art, Master of User Experience | Remote | Adjunct Faculty 2021 - 2022

Flatiron School, UX/UI Bootcamp | Remote | Lead UX/UI Instructor 2019 - 2020

- Developed, taught, and mentored 70+ students through a multi-month curriculum, achieving outstanding 90% course completion and student satisfaction rates. Facilitated real-time client projects with a perfect 100% success rate and positive client feedback.

Alloy Consultancy (GetAlloyed.com) | New York, NY | Design Director 2018 - 2019

- Guided a high-performing 6-person team in driving the information architecture, product strategy, conception, and implementation of knowledge management and data analytics platforms for prestigious clients such as Boston Consulting Group and PwC.

Tastemakers Africa | New York, NY | Head of Product and CX 2018

- Orchestrated product launch with founding and in-market teams for successful activation, achieving 30% higher user engagement and 25% lower bounce rates, resulting in \$1M+ funding.
- Operated a remote/international team of 5, utilizing agile methods to increase productivity by 15% with clear product roadmap and prioritized feature planning.

Iris Worldwide | Concise Management Consulting | New York, NY | Senior CRM Manager 2016 - 2018

- Owned UX tasks, contributed to CRM strategy, and managed reporting processes for 6 Data-Driven Marketing (DDM) clients.
- Collaborated within a 4-person team and an extended creative team on 6 DDM accounts totaling \$500K, delivering projects on time and within budget at 100% client satisfaction rate.

Iris Worldwide Creative Agency | New York, NY | UX Lead / Creative Technologist 2015 - 2016

- Headed the UX and innovation practice, driving adoption of cutting-edge technologies including NFT, Chatbot, mobile projections, and others.

Mouth New York Creative Agency | New York, NY | Art Director / UX Lead 2011 - 2014

- Conducted UX/UI design efforts and end-to-end product development processes across diverse sectors, including HR, NGOs, and lifestyle brands.

CO-OP Branding | New York, NY | UX Designer 2011

- Participated in design and branding projects, resulting in enhanced brand identities and increased brand recognition.

CLIENTS LIST | Microsoft, Boston Consulting Group, American Express, Pearson, UncommonGood, Dashboard.Earth, Vinfast, Jeep, CeraVe, PwC, Casper, Samsung, Canidae, Humana, Hearst Media, Tastemakers Africa, Knitrino, SAB Miller, Barclaycard, PBS, Smirnoff, Clearasil, K-Y, Durex, Air Wick, Lysol, Mucinex, Volt Clean Energy, St Giles Hotel, Seiko, Casa Dragonos Tequila, Morgenthal Fredericks, Philips, Quaker, Infinant Health, United Colors of Benetton, National Geographic Channel.