

Hai Tran

I'm a Product Designer with 10+ years of experience. I'm currently working on the design system to solve product and UI problems. I believe design is how it works.

I've spent my career going from idea to production, understanding the real problem first, designing the end-to-end experience, then staying with it until it ships.

haitran.1921@gmail.com
Ho Chi Minh City, Vietnam

Senior Principal Designer

GoTyme X

Jan 2025 - Now, Ho Chi Minh City, Vietnam

Driving scalable UI and design system strategy for multi-country products, ensuring quality, innovation, and better ways of working.

Product Design Lead

GoTyme X

May 2021 - Jan 2025, Ho Chi Minh City, Vietnam

Built and launched a successful bank from scratch, attracting over 1 million users within 6 months. Recognized with awards such as Red Dot, UX Design Awards, and 5 more. Led the strategy and execution of scaling solutions across multiple countries.

Product

DevBase

Jul 2019 - Nov 2024, Ho Chi Minh City, Vietnam

Used product design to lead team execution and work directly with startup founders. DevBase is a US company with a Vietnam studio that helps founders build products end to end.

Co-Founder & Product

Laka

May 2023 - May 2024, Ho Chi Minh City, Vietnam

Joined as a founder on the product side. Laka was an early idea for creating travel itineraries with AI, started in the first days of ChatGPT.

Senior Product Designer

ELSA Corp

Aug 2019 - Apr 2021, Ho Chi Minh City, Vietnam

Owned both the interaction and visual design of the learning experience. ELSA is an English-speaking app for global learners, designed to make daily practice enjoyable.

UX Designer

TIKI Corporation

Jan 2019 - Jul 2019, Ho Chi Minh City, Vietnam

Owned the UI and UX of the shopping experience end to end. Tiki was one of the biggest ecommerce platforms in Vietnam at the time.

Design Supervisor

Moca Corp.

Jun 2018 - Jan 2019, Ho Chi Minh City, Vietnam

Collaborated with Grab's team and led the Moca side from concept and design through to launching GrabPay by Moca in Vietnam.

Achievements

UX Design Awards

2023 • GoTyme Bank

Red Dot Winner

2023 • GoTyme Bank

Design For Asia Award

2023 • GoTyme Bank

Creativepool Annual Bronze

2023 • GoTyme Bank

Good Design Award

2023 • GoTyme Bank

Design Awards Gold Winner

2023 • GoTyme Bank

The Innovation Pioneer

2023 • GoTyme X

Employee of the Year

2017 • Moca Vietnam

Interactive & Student Featured

2016 • Behance.net

Portfolio

[haitran.online](#) →

[Behance](#) →

[Dribbble](#) →

[LinkedIn](#) →

Product Designer

Moca Corp.

Jan 2016 - Jan 2019, Ho Chi Minh City, Vietnam

Joined as a solo designer shaping the mobile payment experience in Vietnam. Moca was the first fintech product using QR payment in the market at the time.

Graphic Designer

Mirum Agency

Jan 2014 - Dec 2015, Ho Chi Minh City, Vietnam

Joined the team to carry out advertising campaigns such as concept, branding, and storyboard for brands like Pepsi, Unilever, Coca-Cola, and Samsung.