



# LE THANH NHAN

Junior Business Analyst | Requirements Documentation & Process Modeling

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## PROFESSIONAL SUMMARY

Junior Business Analyst with 1+ years of experience in requirements elicitation and business documentation for technology products. Proven ability to collaborate with cross-functional teams to design and develop comprehensive documentation (BRD, SRS, Use Cases, User Stories) that drive measurable business outcomes. Strong background in Fintech and E-commerce domains.

**Key Achievements:** Reduced unsetting rate by 21% and increased feature activation by 16.9% at MoMo | Documented 15+ use cases for membership feature at Alobo | Generated 150M+ product views through data-driven campaigns

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## CORE COMPETENCIES

**Requirements & Documentation:** BRD, SRS, PRD | Use Cases/User Stories | Functional Specifications | Gap Analysis | BPMN/Activity Diagrams | Wireframing.

**Technical Skills:** SQL (BigQuery) | Figma, Draw.io, Miro | JIRA, Confluence, ClickUp | Data Analysis | A/B Testing

**Methodologies:** Agile/Scrum | Backlog Grooming | Requirement Prioritization (RICE, MoSCoW) | User Research

**Domain Knowledge:** Fintech Payment Systems | E-commerce | Membership/Subscription Models

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## WORK EXPERIENCES

### Business Analyst | Alobo – Sports Court Booking Platform

Jul 2025 – Dec 2025

- Collaborated with court owners, players, and dev team to elicit requirements and define functional specifications for membership management module
- Designed and developed comprehensive BRD, SRS with detailed Use Cases and User Stories for package creation, enrollment, and usage tracking workflows
- Created BPMN diagrams, sequence diagrams, and wireframes to illustrate membership lifecycle
- Proposed process improvements for search engine based on stakeholder interviews
- Delivered complete functional specification with zero requirement clarification delays

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### Product Owner Trainee | MoMo (Top 1% Candidate)

Jun 2022 – Dec 2022

- Collaborated with cross-functional teams to define requirements for payment prioritization and token binding features
- Designed and developed technical documentation (BRD, SRS with User Stories) and user flow diagrams
- Conducted user research, A/B testing analysis, and usability testing to validate hypotheses and optimize flows
- Analyzed product metrics using SQL (BigQuery) to track KPIs and identify opportunities
- Impact: Reduced daily unsetting rate from 0.19% to 0.15% (21% improvement) and increased feature activation by 16.9%

Token binding optimization: 92% users maintained the feature after linking payment tokens

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### Co-founder – Product & Ecommerce Lead – Hoa Nhan Trading co, Ltd

Sep 2021 – Nov 2024

- Led end-to-end design and implementation of e-commerce website: sketched UX/UI flows, validated journeys, built site via WordPress
- Conducted market research to guide product and channel strategies across Shopee, Lazada, Amazon
- Analyzed customer behavior and conversion funnels, proposing improvements that boosted retention by 12%
- Led data-driven ad campaigns using Meta Ads Manager, generating 150M+ views and 25% of total sales

## Career Break / Upskilling & Independent Projects

### Dec 2024 - Jul 2025

- Completed Product Management program covering Product Discovery & Delivery, user research, MVP definition, backlog prioritization
  - Explored AI-assisted product workflows for rapid prototyping (v0, Lovable)
  - Managed homestay business operations and growth through paid ads
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## EDUCATION

**Bachelor of Business Administration & Management**, UEH University-HCM | GPA 3.5

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**Languages:** Vietnamese (Native) | English (Professional Working Proficiency)

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## Certificate

- Break Into Product Management (09/2025)
  - SQL (Intermediate) - Hackerrank
  - Agile Scrum Foundation - Simplilearn
  - Product Management Fundamentals - Udemy
  - The fundamentals of digital marketing - Google
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## AWARDS & LEADERSHIP

- Head of Marketing Dynamic UEH Club | 06/2020 - 10/2021
- Runner-up, Business Case Challenge MT Kickstart Program 2021.
- 3rd Place, Big Idea Dynamic UEH 2020, awarded for innovative business ideas and creative thinking.
- Top 10, CIC Startup Competition 2020, honored for entrepreneurial mindset and startup innovation.