

Quang Dang Vuong (Red Dang)

Product Owner / Product Manager | AI-Enabled Products

HCMC, Vietnam · (+84) 946 858 455 · dangvuongquang@gmail.com · linkedin.com/in/reddang · reddang.github.io

SUMMARY

Product Owner / Product Manager with 8+ years in Retail & E-commerce and FinTech, working across omnichannel SaaS, social commerce, B2B2C merchant platforms and group-buying marketplaces. Scaled a B2B2C merchant ecosystem to **320K+ users (2x)**, **90K+ MAU (4.5x)** and **350K+ monthly transactions (2.3x)**. Background in UX design and hands-on with AI: I build AI features into products, use AI to speed up discovery, documentation and prototyping, and have designed and shipped my own products to the Chrome Web Store, App Store and Google Play.

SKILLS

Product	Product Strategy & Roadmap · Product Discovery · BRD / PRD · User Stories & Acceptance Criteria · Backlog Prioritization · Agile / Scrum · UAT · Wireframing · BPMN / UML · Data Modeling · C-level Stakeholder Management
Domain	Retail & E-commerce · Omnichannel · Social Commerce · Group Buying · Marketplace · FinTech Integration (Payments, Lending, Bill Pay) · Loyalty & Gamification · Referral / Affiliate
Business models	B2B SaaS · B2C · B2B2C · Multi-sided Marketplace
AI	AI Product Development (LLM, Computer Vision, Chatbot) · AI-assisted Prototyping · Prompt Engineering · Claude · Codex · Gemini

WORK EXPERIENCE

PIGROUP – PIDEAL | Product Manager

Mar.2026 – Present

Group Buying E-commerce Platform (0→1, pre-launch) · User App · Sale App · Admin Portal

- Defined product scope and MVP roadmap for a new group-buying e-commerce platform, turning the business strategy into product requirements.
- Mapped out **3 platforms, 29 modules and 100+ user stories**, each traced back to a BRD requirement, with detailed acceptance criteria for the first modules.
- Defined core commerce and finance rules across ordering, payment, refund and delivery.
- Designed the growth and loyalty mechanics (referral, affiliate, rewards) and their integration with the group-wide loyalty system.
- Drove BRD sign-off across **7 stakeholder groups** (Business, IT, Supply, Operations, Finance, Legal, Sales), and partnered with IT on the technical specs: non-functional requirements, solution architecture, security design, domain model and a 12-week release plan.
- Used AI to draft documentation and build clickable prototypes, so stakeholders could validate requirements before engineering handoff.

FINVIET TECHNOLOGY | Product Owner (Product Manager)

Apr.2023 – May.2026

B2B2C Retail & FinTech · Merchant App “Tiệm Số Hóa” (digitizing traditional grocery stores) · Loyalty Portal · Gamification Portal · In-app Financial Services

- Owned strategy and roadmap for the flagship merchant app; worked directly with C-level executives and business units to prioritize investments and shape business models.
- Scaled registered users **160K → 320K+ (2x)**, MAU **20K → 90K+ (4.5x)**, retained merchants **20K → 75K+ (3.75x)** and monthly transactions **150K → 350K+ (2.3x)**.
- Redesigned core merchant workflows (mapped with BPMN, use case and sequence diagrams), cutting task completion time by **2.5x**.

- Integrated existing FinTech services (e-wallet, QR payments, lending, bill pay) into the merchant app, and defined integration data flows with FMCG partners including KIDO, Tho Phat, Ajinomoto and Vifon.
- Delivered the Loyalty Portal (points earned on transactions, redeemable for vouchers) and the Gamification Portal, which lets FMCG brands run in-app game campaigns to promote products to merchants.
- Evaluated and integrated third-party AI (Computer Vision, Chatbot) to automate merchant operations and support; led delivery across BA, Engineering, Design, QA and Operations, including UAT for mobile releases.

LILDAN PET SPA HOTEL & CLINIC | Founder (side business)

Aug.2022 – Apr.2025

- Founded and ran an omnichannel pet-care business (spa, hotel, clinic, online sales); owned P&L, pricing, booking and customer retention.

ONPOINT – UNA Market | Product Owner (Product Manager)

Dec.2021 – Aug.2022

Social Commerce & Group Buying (startup subsidiary) · Web App · Admin Portal

- Took a Pinduoduo-style group-buying platform from concept to MVP launch: group-buying logic, dynamic tier pricing, catalog hierarchy and product discovery flows.
- Reached **~200M VND in monthly revenue** within 8 months.
- Selected and managed an outsourced engineering vendor alongside the internal team; owned timeline, QA and UAT sign-off.

HARAVAN | Product Owner (Team Leader)

Apr.2019 – Dec.2021

B2B SaaS · Omnichannel Retail · POS · Inventory · Order & Transaction Management

- Led the POS and transaction modules of an omnichannel commerce platform serving **20K+ merchants**.
- Delivered enterprise features for retail chains including Vinamilk, The Coffee House and Juno, turning store workflows into specs, user stories and acceptance criteria.
- Prioritized the backlog using merchant feedback and usage data to improve checkout speed and inventory accuracy; worked with Engineering, QA, Sales and Customer Success through each sprint.

Earlier career | UX/UI & Product Designer

Started in graphic and 3D design, then designed mobile and web products for POPS Worldwide (PopsKids, PopsTV), Dai-ichi Life Vietnam and freelance clients.

INDEPENDENT PRODUCTS

Designed, built and shipped solo using AI-assisted development

- **Cabina AI** – Chrome extension that translates Google Meet calls live (captions → translation → voice), for remote workers who join meetings in a second language. Live on the Chrome Web Store.
- **PM No-Code** – Udemy course on AI and no-code automation for product people who don't code (92 lectures).
- **UStillAlive** – Personal safety app that lets family know you are OK without constant location tracking, and sends SOS alerts to a trusted circle. Live on the App Store and Google Play.

CERTIFICATIONS & TRAINING

Product: Professional Scrum Product Owner (PSPO I) – Scrum.org · Digital Product Management – University of Pennsylvania (Coursera)

AI & Tech: IBM AI Product Manager (Coursera) · AI for Everyone – DeepLearning.AI · CS50 Introduction to Computer Science – Harvard

Analytics: Business Analytics Specialization – University of Pennsylvania · Google Data Analytics Certificate · Python for Everybody – University of Michigan

UX: UX Design & User Research – Interaction Design Foundation