

Damian Zung

damianzung@gmail.com | (+84) 937000798 | [Linkedin](#) | [Portfolio](#)

ABOUT

Product designer, 8 years in. I work on the experience itself - framing the problem and shaping the system behind it. Vibecoding is how I get there fast: interactive prototypes to explore in discovery, the same builds to validate in user testing, and production-ready front-end that ships alongside engineering.

EXPERIENCE

GrabForBusiness

Senior Product Designer

Jan 2025 - Present

Ho Chi Minh City, Vietnam

- Led design across 4 problem-space teams alongside 4 PMs - keeping one consistent design language from the admin web portal through to the passenger app.
- Redesigned the enterprise spend-control engine, restructuring policy setup into self-serve - cutting time to first policy by 19% and time to first transaction by 5%.
- Drove Group Rides on Corporate Profile across Mobility, GFin and GFB - aligning three tech families on booking-to-expense flows for a launch projected at \$2M monthly GMV.
- Co-established Grab's vibecoding-in-production protocol for Web - later presenting it to 300 attendees at AI DEVx Vietnam 2026 alongside Google Cloud and AWS.

Chotot - by Carousell Group

Senior Product Designer

Nov 2022 - Dec 2024

Ho Chi Minh City, Vietnam

- Managed designs for 3 product portfolios: Point-of-sale (POS) Distribution, Listing Subscription, and Real Estate Listing Portal.
- Revamped POS Checkout experience, uplifting 24% conversion rate from 46.3% to 70% monthly.
- Improved listing subscription flow and successfully converted nearly 25% of new users purchasing a subscription package.
- Assisted real estate buyers with accurate pricing with Price Insights, which improved engagement to listing pages by 30% compared to non-adopter users.
- Led the implementation of heat map tool (Clarity) to pioneer new ways to gather behavioral data, translating into a 50% working day reduction on user research effort.

Nobee

Product & Design Team Lead

Jan 2020 - Aug 2022

Boston, MA

- Enhanced user's apartment hunting experience by ensuring a strong end-to-end service proposition throughout the user's journey, generating nearly 37% increase of successful showing CTR.
- Managed and counseled a design team of 3 junior members, focusing on improving facilitation and design presentation skills.
- Conducted over 30 in-depth qualitative interviews to validate and refine potential solutions, enhancing overall user experience.
- Developed a comprehensive design system and brand guidelines that supported four product lines, catering to Renters, Landlords, and Agents.

ProjectCocoon

Product Designer, Founding team

Jan 2021 - Aug 2022

Ho Chi Minh City, Vietnam

- Launched an open platform to support student capstone projects, fostering innovation and collaboration, and achieved a 15.2% conversion rate within the first week.
- Partnered with 2 high schools and 2 universities to enable ProjectCocoon as a key management tool for school projects.
- Organized 2 science competitions to motivate student engineers to validate their skills, accumulating over 300 project submissions.

EDUCATION

RMIT University Vietnam

Bachelor of Arts, majoring in Digital Media

Jul 2018 - Dec 2020

Ho Chi Minh City, Vietnam

- Awarded with RMIT University Vietnam Merit Design Scholarship
- Graduated with High Distinction, achieving a GPA of 3.5