

# BUI HOANG HA

## Product Builder | Technical Product Manager

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🌐 English: Fluent (Professional Working Proficiency)

## EDUCATION

### Tourism and Travel Services Management

University Degree

*Bachelor of Arts*

- Formal training in customer service excellence, operational workflows, and team management.
- Applied frontline operational empathy directly to product discovery, user flows, and software features.

## PROFESSIONAL SUMMARY

Product Builder with a strong operational background in hospitality and F&B. Deep understanding of frontline friction, combining practical empathy with solid technical fundamentals to build simple, reliable software alongside developers. Fluent in English, proactive, and accountable.

## SKILLS & EXPERTISE

### Project & Product Management

- Weekly milestone planning & sprint tracking (Agile)
- Bridge communication between frontline users and developers
- Write clear feature specifications and User Flow diagrams
- Hands-on manual testing to catch bugs before handoff

### Domain Knowledge & Technical

- Deep understanding of cafe, restaurant and hospitality operations
- Solid programming fundamentals (logic, data types, loops)
- Next.js, React, Tailwind CSS, Firebase Firestore, Git
- Deploying websites and configuring custom domains independently

## SHIPPED PRODUCT PROJECTS – OPERATIONS & INTERNAL TOOLS

### • CafeTime — Shift scheduling & attendance app for coffee shops

Coffee Shop

**Problem:** The coffee shop tracked shifts and hours with paper notes and spreadsheets, leading to errors in hours, delayed monthly pay, and disagreements.

**Solution:** Built a simple web app on Next.js letting staff clock in/out on their phones, while the owner tracks hours and calculates monthly pay accurately.

✅ **Impact:** Cut hours spent calculating monthly payroll and stopped wage disputes completely. Used daily by the coffee shop.

**Tech Stack:** Next.js   React   Permissions   Google Login   Vercel

### • GoldCar12 — Dispatch & shift revenue tracking app for shared car fleets

Car Fleet

**Problem:** Drivers often swapped customer rides informally, creating confusing debt records, missing trip details, and messy calculations at the end of each shift.

**Solution:** Built a dispatch app on Firebase: dispatchers assign rides in seconds, drivers accept trips on mobile, and the app calculates earnings automatically.

✅ **Impact:** Replaced paper logbooks with clear ride and revenue tracking, making pay transparent for every driver and smoothing team operations.

## SHIPPED PRODUCT PROJECTS – STOREFRONTS & RETAIL

### • Hobby Collectibles Storefront — E-commerce storefront for model kits and collectibles

Retail Store

**Problem:** The store stocked hundreds of model kits across different lines. Slow loading times and confusing categories made it hard for buyers to find what they wanted.

**Solution:** Built a fast Next.js store with an easy-to-use filter (brand, series, price) and a smooth shopping cart.



**Impact:** Customers browse and buy faster, inventory stays organized, and the shop spends less time answering repetitive price inquiries.

**Tech Stack:** Next.js React Tailwind CSS Speed Optimization

### • Luxury Perfume Boutique — Digital showcase & storefront for fine fragrance

Perfume Shop

**Problem:** Buying perfume online is difficult when descriptions are generic and abstract, making customers hesitate before ordering.

**Solution:** Built a clean website that visually explains fragrance notes (top, heart, base), suggests scents by occasion, and connects directly to chat support.



**Impact:** Gives a refined, trustworthy impression, keeps visitors reading longer, and prompts more direct consultation messages and orders.

**Tech Stack:** Next.js React Modern UI Product Showcase

## HOW I WORK

#### 01 Listen first

Talk directly with real users to find where the biggest time waste or confusion is.

#### 02 Map the steps

Draw out the workflow clearly before building, preventing expensive re-work later.

#### 03 Build core first

Focus strictly on must-have features so users can try a working version early.

#### 04 Test on phone...

Have real people try the app, watch where they get stuck, and fix bugs immediately.

#### 05 Launch & su...

Deploy to production, connect domains, guide users, and stay ready to help.

## WHAT I'M LEARNING NEXT

#### Node.js & Backend Basics

In Progress

Practicing server-side API design, request handling, and relational database queries.

#### Python & Data Automation

Practicing

Writing simple scripts to automate file handling, pull data, and generate operational summaries.