

ALEXANDER TRAN

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EDUCATION

Bachelor of Engineering and Bachelor of Commerce | The University of Queensland

Majors: Mechanical Engineering and Finance

EXPERIENCE

Product Owner | Education Horizons Group

Feb 2022 – Present

Uncovering customer problems and needs and turning them into delightful experiences for a B2B SaaS platform.

- **Product Strategy** – Deep discovery into upcoming features including a cadence of at least 3 user interviews, usability tests, and co-creation sessions per week. Combining market intel/trends analysis, product analytics, and customer feedback, created several roadmaps for large, critical features.
- **Feature Delivery** – Led 2 cross-functional teams from product conception through to launch and enhancements over multiple iterations, ultimately delivering on a personalised homepage, debtor management, a data export tool, multi-language and localisation, and charge refunds.

Content Creator | Top Social Media Platform

Feb 2020 - Present

Creating fun and entertaining content for a worldwide audience.

- **Leading Content Creator** – Ranked in the top 8% in Australia and top 15% worldwide by engagement.
- **Brand Management** – Published over 350 pieces of content, with over 2.5 million lifetime views and 36 million impressions. Continuous improvement from analytics and market/trend research, and delivered over 20 brand deals.

Digital Strategy Consultant | Accenture Applied Intelligence

May 2017 – Feb 2022

Delivering data, analytics, and strategy for clients in global markets worldwide.

- **Business Development** – Contributed to over USD \$3.5m in sales through writing proposals for over 12 clients.
- **Large Multinational Mining Client** – Delivering an improved self-service data marketplace to 1000s of data consumers via an enterprise-level data lake transformation through business analysis, project management, and prioritisation activities.
- **Federal Government Client** – Developed a cloud-based architectural runway by delivering a data engineering pipeline and machine learning proof of architecture, operating in the capacity of feature, solution design, and development in TS/JS and Python.
- **Federal Government Client** – Improved the revenue collection system by implementing a machine learning based decision assistance capability with design and project management activities.
- **State Government Agency** – Boosted inter-agency collaboration and capability by defining a long-term business strategy with C-suite through leading workshops, target state definition, and road mapping.
- **Federal Government Client** – Improved the customer experience and service delivery of the client's online services by delivering a customer centric analytics capability in collaboration with various vendors. Activities include the synthesising of 300+ user stories from over 20 end user interviews, value stream mapping, privacy, legal, and policy analysis, and data governance policies and documentation.
- **Federal Government Client** – Supported an internal merger initiative through the migration of 24 applications by leading the testing workstream, managing the delivery of new infrastructure, resolving compliance issues, and designing change management activities.
- **Federal Government Client** – Supported the compliance of an international asset deal by delivering an augmented maintenance dataset to the US through enhancements to an information management system bridge by providing project management, software development and testing activities.

- **Fortune 100 Construction Equipment Manufacturer** – Supported the optimisation of machinery efficiency by investigating the productivity of mining activities by analysing and modelling operator behaviour.

SKILLS & COMPETENCIES

Functional:

- Product Strategy
- Product Visioning
- Product Road Mapping
- Business Strategy
- Business Analysis
- Feature Definition
- Agile (Scrum/Kanban)
- Strong Stakeholder Engagement
- User Story Writing/Prioritisation
- Growing Digital Products
- Data, Analytics, and Insights
- Pricing, Sales, and Go-To-Market
- User Experience (UX) & Research
- Digital Marketing
- Product Management

Technical:

- Cloud Technology (AWS/Azure)
- Web development (HTML, CSS, JS)
- Product Toolkit (Jira, Confluence, Miro, Figma)
- Development Tools (Postman,
- Programming (Python/R/SQL)
- Data Visualisation (PowerBI, Tableau)
- Adobe Suite
- Distributed Systems/Microservices Architecture

Domain Experience

- Mining & Utilities
- Defence
- Education
- Revenue Collection
- Telecommunications
- Emergency Services
- Health

CERTIFICATIONS

- Microsoft Certified: Azure Fundamentals (AZ-900)
- LUMA Institute Certified Practitioner of Human-Centered Design
- Amazon Web Services (AWS) Certified Cloud Practitioner
- International Consortium for Agile (ICAgile) Certified Practitioner
- Scaled Agile Framework SAFe 4.0 Agilist Certification