

ALEX TRAN

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Product Operations Specialist | Game Design | AI Product | Growth Operations

PROFESSIONAL SUMMARY

Product Operations Specialist with 6+ years of hands-on experience across game design, product operations, launch execution, community growth and AI-enabled product workflows. Experienced in turning product goals into requirements, roadmaps, launch plans, live operations and measurable product outcomes. Portfolio includes 20+ projects across games, AI and digital products, with support for projects reaching \$80M valuation and 1M+ product transactions.

WORK EXPERIENCE

Project Manager | Blockchain-Related Games | Vietbros

Remote (Ha Noi) | Apr 2025 - Apr 2026 | Game studio building on SEI Network

- Coordinated end-to-end product operations from concept planning to go-live across multiple game products (Dragon Land, My Guardian Base, Bike Master Challenge).
- Worked with game design, progression, monetization, UGC, economy and blockchain integration requirements across Game Dev, Blockchain, Marketing and Community teams.
- Tracked game economy flows, payment flows, SEI EVM Mainnet deployment tasks and smart contract interaction requirements.
- Reported operating metrics including DAU, retention, ARPAU, transaction volume and product activity to support post-launch optimization.

Product Operations Specialist | Digital, Game & AI Products | TechFarm Holding

Ho Chi Minh City | Mar 2023 - Dec 2025 | Digital product venture builder

- Prepared business models, product requirements, project documentation and operating plans for multiple digital game and AI-related products (Gafin.io, Openpad AI, Mar3.ai, COCO Park).
- Operated launch platform and Admin/CMS systems; supported 10+ token launch campaigns with allocations from \$10,000 to \$100,000, including a project that reached about \$80M valuation and 5x price growth vs. IDO price.
- Supported community and growth operations to 100,000+ members; supported AI social product campaigns reaching 50,000+ users and 1,000,000+ transactions.
- Worked with management, engineering, blockchain, game and marketing teams to turn product plans into execution; analyzed DAU, retention, transaction metrics and campaign performance for roadmap decisions.

Content Marketing & Community Manager | GOSU Corporation

Hue, Vietnam | Jun 2019 - Mar 2022 | Game publisher in Vietnam (MMORPG & Mobile)

- Managed gaming fanpages and community channels across Facebook, YouTube, TikTok and community groups for domestic titles (Cuu Am Chan Kinh, Ngao Kiem Vo Song, Luc Mach Than Kiem, Chien Long Tam Quoc...) and global titles (Spirit Land, One Piece, King Of Sword).
- Built content plans, launch communication calendars, community care workflows, minigames and social events to grow and retain users.
- Handled day-to-day player/community interaction, campaign feedback, sentiment monitoring and social channel reporting.
- Coordinated with Advertising, PR, Press and Product teams to deploy launch campaigns and optimize content performance.

HIGHLIGHT PROJECTS

Agentic Exchange - AI Product Specialist

AI Product | 2026

- Designed an AI product concept focused on workflow automation, exchange experiences and AI-assisted decision support, including product concept, user flows, information architecture and prototype direction.

Dragon Land, My Guardian Base & Bike Master Challenge - Project Manager

Blockchain-Related Games | Apr 2025 - Apr 2026

- Coordinated multi-title game execution; defined user flows for NFT features, USDC payment flows, EVM integration and smart contract requirements across gameplay, economy and monetization.

Openpad AI - Product Operations Specialist

Launch Platform & AI-enabled Product | Mar 2023 - Dec 2025

- Operated Admin/CMS systems to publish projects; supported 10+ IDO launches with allocations from \$10,000 to \$100,000 and grew social channels to 100,000+ members through reward and loyalty campaigns.

Mar3.ai - Product Operations Specialist

AI Social Product | May 2023 - Dec 2025

- Prepared business model, project documentation, token model inputs and campaign mechanics; supported campaigns with 50,000+ participating users, 1,000,000+ transactions and marketcap/valuation reaching \$80M.

Triple Match 3D, Word Scapes - The Puzzle, Buster Royal Match - Game Designer

Casual Mobile Games | Sep 2023 - Dec 2024

- Contributed gameplay design across three casual titles: core loops, level structures, features and event mechanics, working with dev teams on builds, testing, storekit and product descriptions.

Hero Arena NFT & Hero Arena RPG - Operations Team Member to Product Operations Specialist

Game + RPG Operations | Mar 2022 - Dec 2023

- Increased DAU from 900 to peak 2,000 by helping simplify the economy model from 2 tokens to 1 token; launched the Free-to-Play RPG version reaching ~30,000 installs, ~10,000 DAU and ~\$1,000 first-day revenue.

GOSU Game Portfolio - Content Marketing & Community Manager

Marketing | MMORPG & Mobile | Jun 2019 - Mar 2022

- Managed fanpages, content calendars, player communication and community care for domestic titles (Cuu Am Chan Kinh, Ngao Kiem Vo Song, Luc Mach Than Kiem...) and global titles (Spirit Land, One Piece, King Of Sword).

SKILLS

AI Product & Product Systems: AI Product Strategy, Workflow Design, Prompt Engineering, AI-assisted Prototyping, Product Automation, Claude, Codex

Game Design & Product: Core Loop Design, Level Design, Game Economy Balancing, Monetization Design, Feature & Event Design, Product Roadmap Planning

Product Operations & Growth: Business Model Design, Token Model Planning, Growth Strategy, Launch Operations, DAU/Retention Analysis, Campaign Performance Tracking, Admin/CMS Operations

Community, Office & Creative Tools: Fanpage Management, Community Care, Microsoft Office, Google Workspace, Notion, Figma, Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects, CapCut, Google Analytics

EDUCATION

University of Education, Hue University - Hue, Vietnam

Bachelor's Degree in Geography Education | GPA: 3.41 | 2015 - 2019