



Lê Xuân Lộc

Product designer & builder · Hanoi, Vietnam

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PROFILE

I design and build iOS apps on my own, from the first prototype to the App Store, and I try to make design one of the most important parts of each. Five apps so far, four of them already live. Before the apps I co-founded and ran a boutique retreat, its team and its brand. Open to UI and product design roles in Hanoi, Ho Chi Minh City, or remote.

APPS

Knowless	Live transcription and translation on the phone, made to be read at a glance: the translation leads, the original sits beneath it, and text scales from 50% to 300%. App Store
baseline	Workout logging in one drag (up and down for weight, sideways for reps), a graph of today against the last session, and a board that scores how well you keep your own weekly promise. App Store
lifelong	A private space for exactly two people. Its assistant runs on the phone and reads the shared chat only when asked, and only after both people agree. App Store
Elsewhere	Personal photos and videos kept on the phone behind a discreet front, with twelve Home Screen icons to choose from. App Store
Lockeat	A daily calorie tracker that starts with a photo and answers with an estimate: calories, protein, fat and carbs, and the dish named in plain words. App Store

EXPERIENCE

Independent iOS designer & builder 2024 – now	Designed and built five iOS apps end to end and entered them in RevenueCat Shipaton 2026. I prototype in Claude Design, then build with AI coding tools (Claude Code, Bitrig); I make the design decisions and do the testing on device.
Nala Boutique Retreat Co-founder · Jun 2022 – now	A boutique retreat in Hòa Bình, near Hanoi. I set up its operations from the ground up (food and drink, housekeeping, guest service, maintenance), built its brand identity, brand kit and photography guidelines, trained and led the staff, and handled brand sponsorships and KOL/KOC partnerships.
“Tớ là Lộc” TikTok	Creator on TikTok, @xlxx.vn: about 100,000 followers, 4.5 million likes, and videos that reached millions of views.
Nàng Mơ Content advisor · Jan 2023 – Dec 2024	Content strategy and communications for a creator brand across TikTok, Facebook and YouTube; brand deals; coordinating a small production team.

SKILLS

Interaction and interface design for iOS; prototyping in Claude Design; a small shared design system; building with AI coding tools (Claude Code, Bitrig)

Brand identity and visual guidelines; photography and video (Photoshop, Lightroom, DaVinci Resolve, CapCut)

Data analysis and visualisation in R (ggplot, Shiny)

EDUCATION

Lawrence University Appleton, WI, US · 2018 – 2022	Economics, with a focus on econometrics and applied data analysis. Degree not completed. First place, Capsim Foundation Challenge (business simulation), Fall 2021.
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LANGUAGES

Vietnamese (native); English (IELTS Academic 7.5 overall, with 8.5 in Listening and 8.5 in Reading, 2025).