



TET
Education Group
Connected Excellence

Professional Personal Branding in the Age of AI

How students can join the workforce with visible evidence of capability

TET Work Advantage Cohort 3

Expert Speaker Series

16/09/2026 Online

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G'day, my name is Duc Do.

I live, breathe and practise **Transformation**.

To discover what I do and how I can help:

→ **duc.do**

My work in **business transformation, personal transformation, endurance sports, literature, creativity and philanthropy** is united by one idea: **Transformation** - personal, organisational, national and global.

Over 30+ years, I've developed my own approach to transformation, built on three pillars.

Authenticity.
Creativity.
Resilience.

This website brings that work together. I hope something here **sparks an idea, challenges a perspective, or inspires a transformation of your own.**

If I can help you or your organisation transform in any way, click **ENGAGE**.



Let's examine this cover letter

I am a highly motivated and innovative Computer Science student with a strong passion for artificial intelligence, software development and emerging technologies. I thrive in fast-paced environments and enjoy solving complex problems through creative and analytical thinking.

Throughout my studies, I have developed strong capabilities in programming, machine learning, data analysis and digital innovation. I am particularly passionate about using technology to create meaningful impact and improve the way people live and work.

I am a proactive learner, a collaborative team player and an effective communicator who is always eager to take on new challenges. I believe that continuous learning is essential in today's rapidly evolving world, and I am committed to developing the technical and leadership skills required to become a future technology leader.

My goal is to contribute to innovative organisations where I can apply my knowledge, grow professionally and help shape the future through technology.

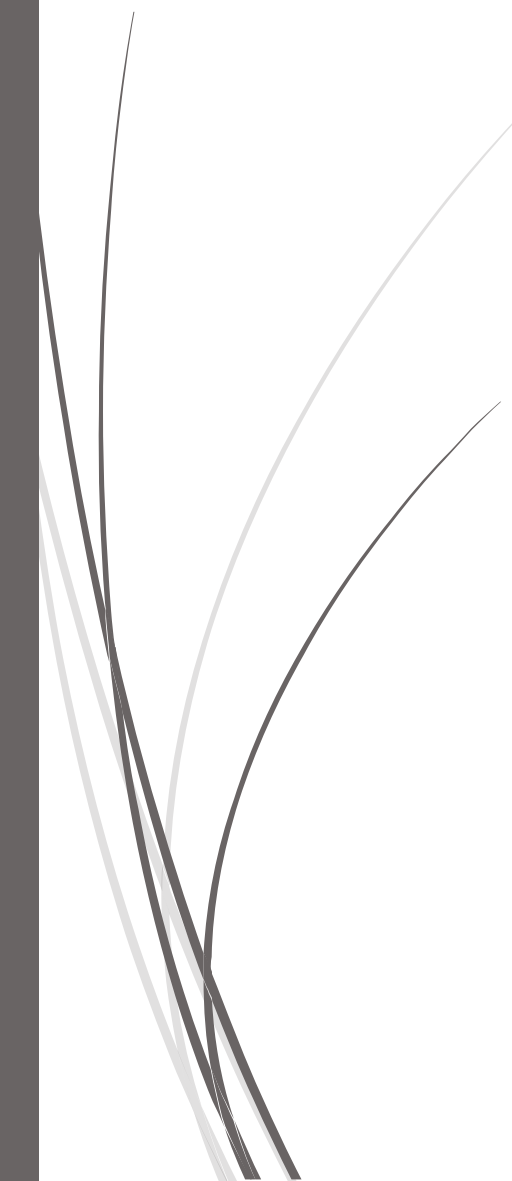
What do you think about this student's capability? Give me 3 adjectives.



How about this one?

I built a Python tool that reduced the time our student club spent answering repetitive membership questions. The first version gave confident but incorrect answers, so I added retrieval and confidence thresholds. After testing it on 120 historical questions, accuracy improved from 71% to 91%. Here is the GitHub repository and a two-minute demo.

What do you think about this student's capability? Give me 3 adjectives.





And this one?

I built a Python-based AI assistant to reduce repetitive membership enquiries for our student club. AI helped me prototype the code and workflow quickly, but the first version sometimes gave confident, incorrect answers.

I investigated the failures, added retrieval from verified club documents, introduced confidence thresholds, and improved how the system handled ambiguous questions. Testing against 120 historical enquiries increased accuracy from 71% to 91%.

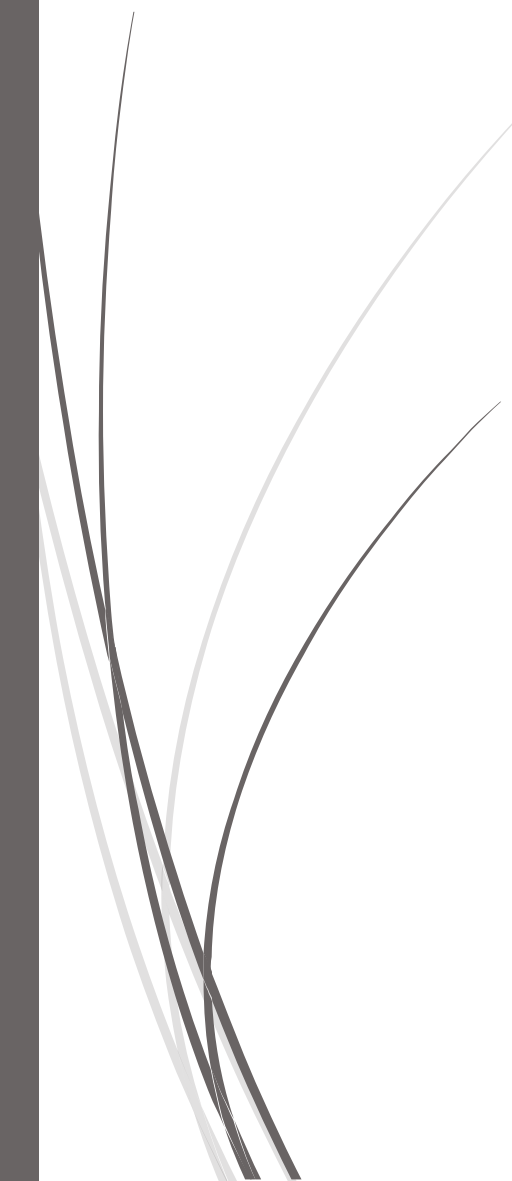
The biggest lesson was not how to use AI, but how to recognise when it was wrong and design safeguards around it. I documented the code, testing, failures and improvements on GitHub, with a two-minute demo.

What do you think about this student's capability? Give me 3 adjectives.



The signal has changed

AI makes polished applications and documents cheap.
Evidence becomes the differentiator.



BEFORE AI

Study
Degree
CV
Interview
Job



AGE OF AI

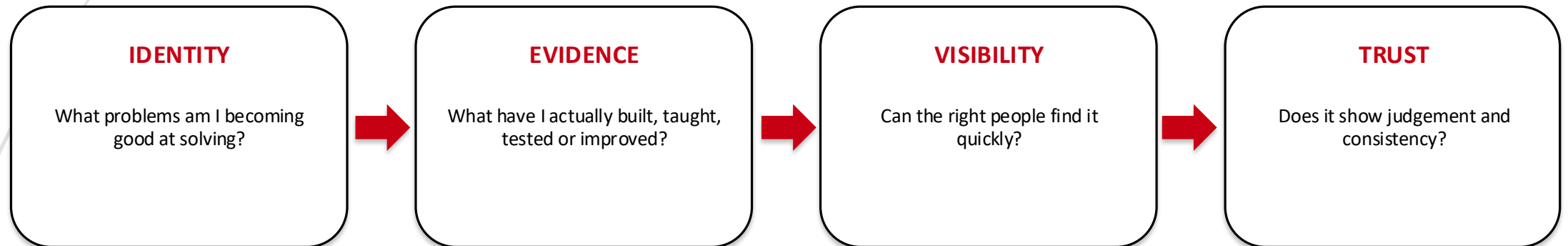
Learn
Build
Show
Be discovered
Opportunity

The degree still matters. But employers increasingly need proof that the student can think, build, communicate and improve.

Personal branding is not self-promotion

For students, it is the deliberate creation of credible evidence.

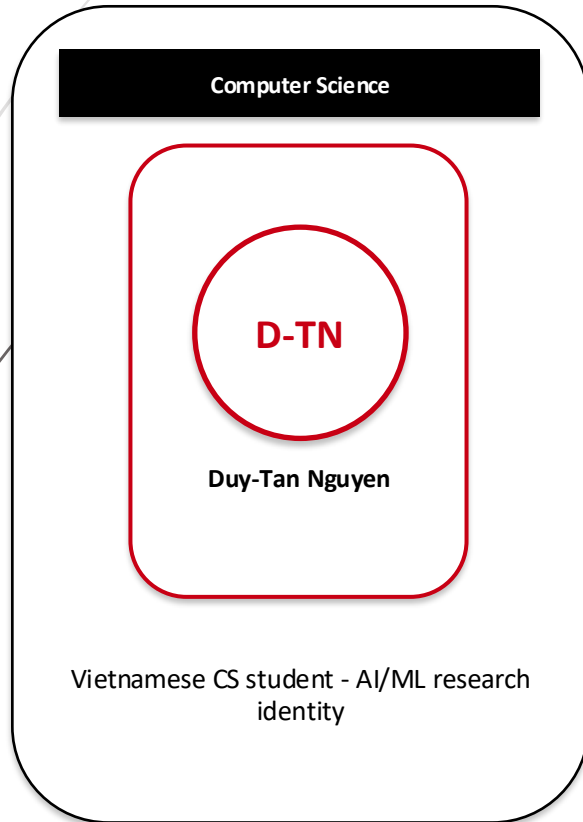
Professional brand =



AI can help produce the artefacts. The student must still own the thinking.

Three disciplines. Same principle

Do not claim capability. Leave evidence of capability.



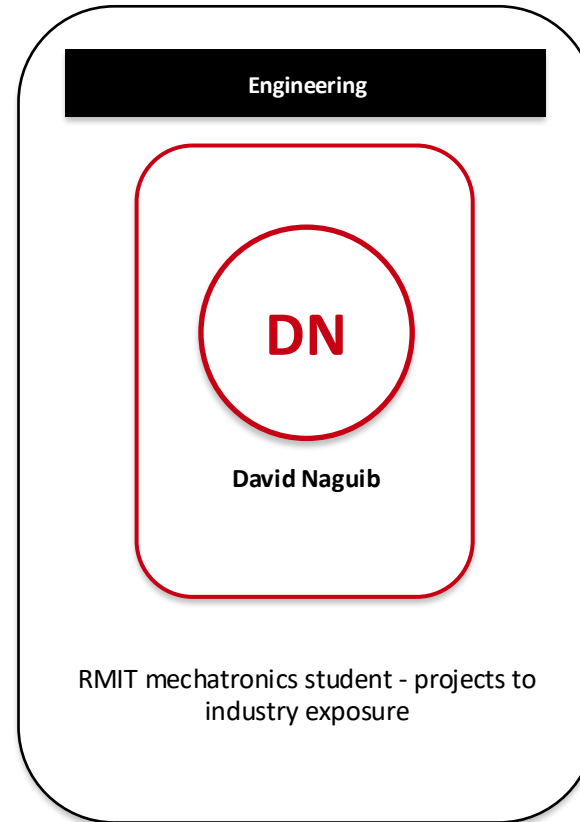
Computer Science

D-TN

Duy-Tan Nguyen

Vietnamese CS student - AI/ML research identity

This diagram represents the Computer Science discipline. It features a black header with the text 'Computer Science'. Below the header is a red-bordered rounded rectangle containing a red circle with the initials 'D-TN' in red. Underneath the circle is the name 'Duy-Tan Nguyen'. At the bottom of the diagram is the text 'Vietnamese CS student - AI/ML research identity'. A line from the top-left orange arrow points to this diagram.



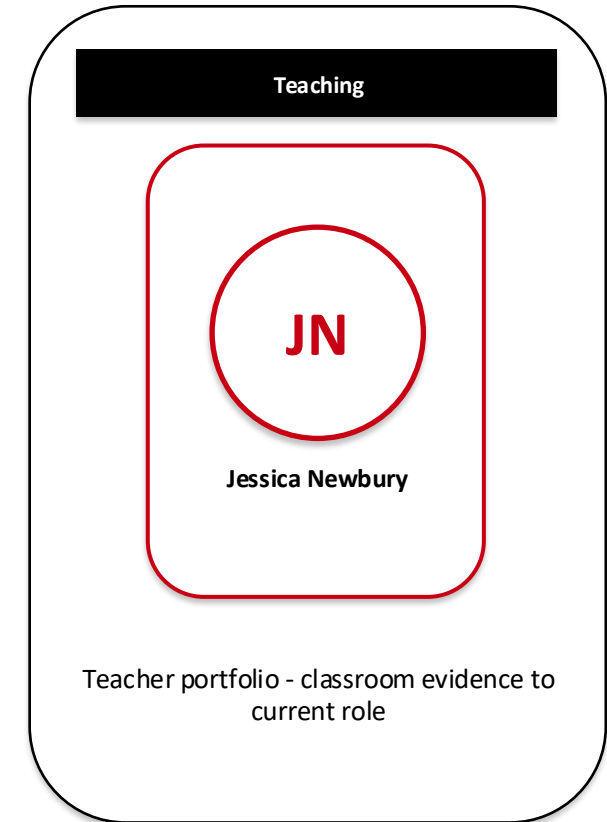
Engineering

DN

David Naguib

RMIT mechatronics student - projects to industry exposure

This diagram represents the Engineering discipline. It features a black header with the text 'Engineering'. Below the header is a red-bordered rounded rectangle containing a red circle with the initials 'DN' in red. Underneath the circle is the name 'David Naguib'. At the bottom of the diagram is the text 'RMIT mechatronics student - projects to industry exposure'.



Teaching

JN

Jessica Newbury

Teacher portfolio - classroom evidence to current role

This diagram represents the Teaching discipline. It features a black header with the text 'Teaching'. Below the header is a red-bordered rounded rectangle containing a red circle with the initials 'JN' in red. Underneath the circle is the name 'Jessica Newbury'. At the bottom of the diagram is the text 'Teacher portfolio - classroom evidence to current role'.

Disclaimer: I do not have any direct relationships with any students or former students being featured as case studies.

Case 1 - Duy-Tan Nguyen

Computer Science student, HCMUT - VNU, Vietnam

D-TN

Duy-Tan Nguyen

VISIBLE IDENTITY

Applying mathematical foundations and advanced deep-learning architectures to real-world AI problems.

EVIDENCE TRAIL

<https://nguyenduytan.id.vn>

CS degree listed as 2023-present at Ho Chi Minh City University of Technology.

Core member of HCMUT EE Machine Learning and IoT Lab; lab teaching assistant in 2025.

Projects include brain tumour classification, PM2.5 forecasting, video retrieval and smart supermarket system.

Portfolio includes publications, competitions, certifications and technical blog posts.

Branding lesson: do not be just a CS student. Become visible as a specific kind of computer scientist.

DUY-TAN NGUYEN

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Explore

About

Computer Science student at HCMUT - VNU, applying mathematical foundations and deep learning to real-world problems.

Research

Mathematical foundations for feature extraction, and state-of-the-art deep learning architectures.

Curriculum Vitae

Education, professional experience, selected projects and honors, and technical skills.

Publications

Multimodal video retrieval with query expansion and cross-modal temporal event retrieval, at SOICT 2025.

Recent News

Competition results, awards, and announcements from the HCMUT EE Machine Learning and IoT Lab.

Certifications

NVIDIA Deep Learning Institute courses and a SOICT 2025 certificate of attendance.

Blogs

Long-form notes on diffusion models, generative AI, and the mathematics behind them.

Case 2 – David Naguib

Advanced Manufacturing & Mechatronics Engineering
RMIT University

DN

David Naguib

VISIBLE IDENTITY

Mechatronics student who turns designs into CAD, prototypes, test rigs and working systems.

EVIDENCE TRAIL

<https://david-naguib-portfolio.com>

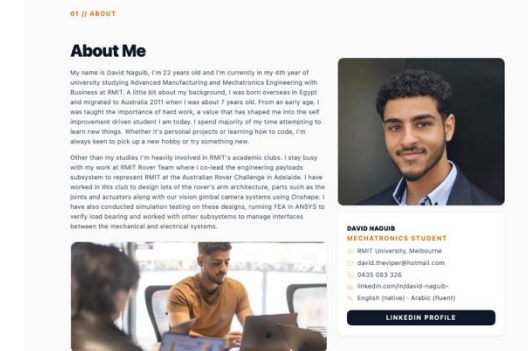
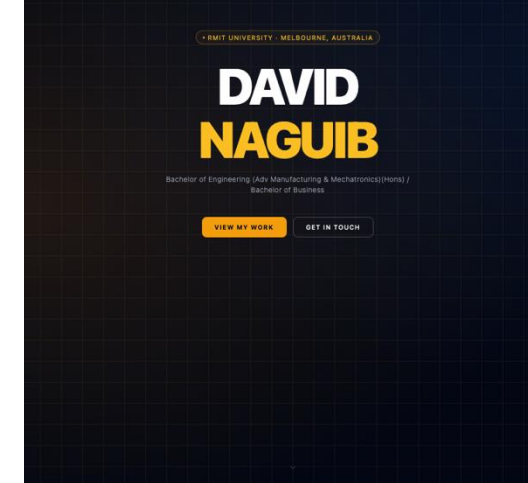
Portfolio shows RMIT Rover Team work, robotic arms, actuators, gimbal systems and 3D printing.

Experience lists Solar & BESS Intern at Shell Energy Australia, 2026-present.

Projects span aerospace manufacturing, embedded systems, software and AI.

Strongest case for visible student work connecting to industry opportunity.

Branding lesson: do not say “problem solver.” Show the problem, constraints, prototype, failure and redesign.



Case 3 – Jessica Newbury

Former Flinders teaching student; Science & Mathematics teacher at Reynella East College



Jessica Newbury

VISIBLE IDENTITY

A teaching portfolio that turns practicum, classroom practice and reflection into professional evidence.

EVIDENCE TRAIL

<https://jessicanewbury.weebly.com>

<https://www.linkedin.com/in/jessica-newbury-b158951a1/>

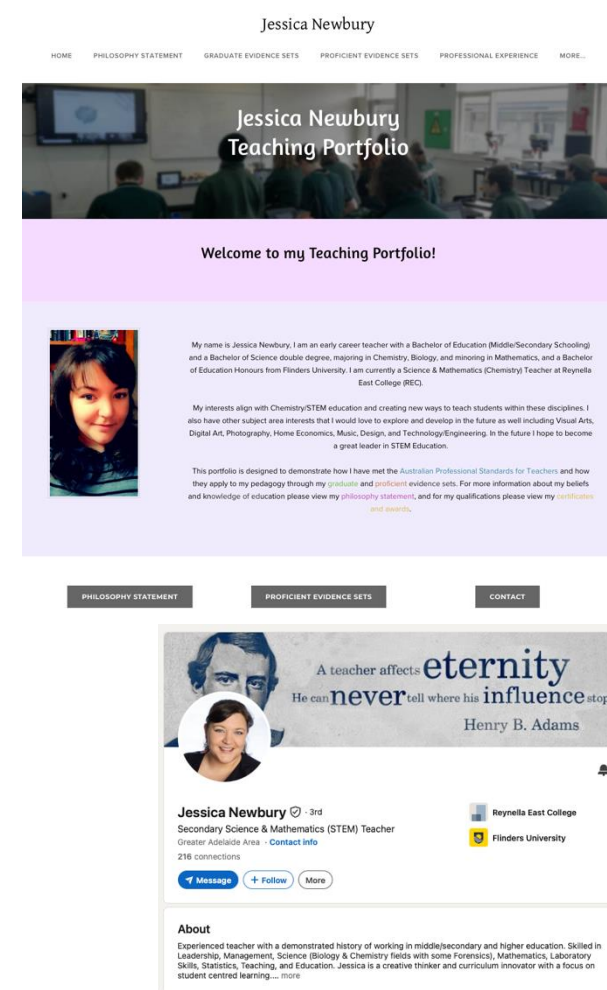
Portfolio documents chemistry teaching, behaviour management, parent communication and mentor feedback.

She identifies herself as currently a Science & Mathematics teacher at Reynella East College.

LinkedIn describes teaching at Port Augusta Secondary School before returning to REC.

The portfolio is evidence of teaching judgement, not simply a statement of passion.

Branding lesson: Show understanding that AI can write a lesson plan and that it cannot observe your students and improve your teaching for you.



The pattern across the three cases

Different professions. Same evidence logic.



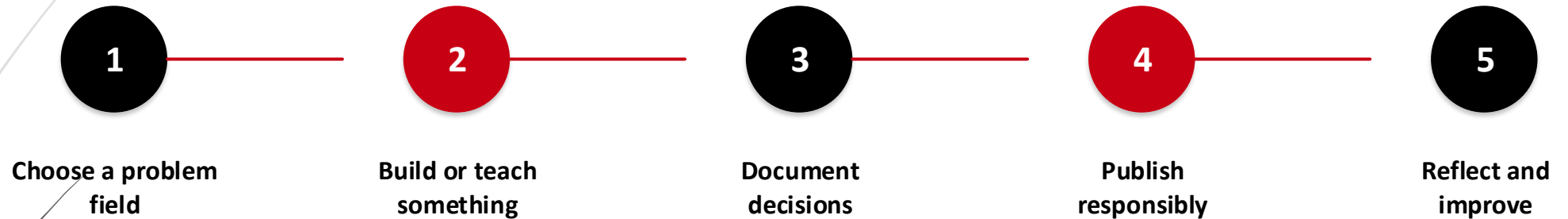
The employer is not looking for perfection. They are looking for a credible trail of development.

This is where AI changes the game: polished output is easier; authentic evidence becomes more valuable.



Student roadmap: build the evidence trail

Simple enough for secondary students.
Strong enough for university students.



Minimum viable professional brand by graduation:

- 1 professional home - LinkedIn or portfolio.
- 3 substantial evidence pieces.
- 10 small signals of thinking.
- 1 recognisable professional theme.
- Real people who can verify your work.



The risk: an AI-polished brand without capability

Students must be able to defend everything they publish.



Never allow your brand to become more sophisticated than you are.

BAD USE OF AI

- Generates impressive claims
- Hides actual contribution
- Creates work the student cannot explain
- Makes the interview riskier

GOOD USE OF AI

- Speeds up drafting and iteration
- Helps test alternatives
- Documents where AI failed
- Supports clearer explanation

The real brand is still human: work, judgement, mistakes, learning and people who can verify it.



A closing exercise for students

A question that makes the idea practical immediately.

If I searched your name tonight, what evidence would I find that you are becoming good at your profession?

student name + portfolio + project + teaching evidence + GitHub + LinkedIn

By graduation, do not just have a CV. Have a visible trail of capability.

Like my content?

Engage with me for more.

A global citizen.
A practitioner of **transformation**.



ONE IDEA. MANY FORMS.

→ duc.do/engage