

# tuyen truong



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## experience

### UX Designer II, Expedia Group

Seattle, WA | Feb 2018 - Present

Collaborate cross-functionally with product, engineering, content strategy, and UX research to improve the multi-item bundling and post-purchase efforts on Expedia.com. Leverage user-centered design methodologies to move customer problems through exploration, ideation, and implementation.

### UX Designer, Washington State Opportunity Scholarship

Seattle, WA | Feb 2018 - Feb 2018

Adopted rapid sketching, wireframing, and prototyping to provide design recommendations to streamline the sign-up process, optimize the matching of mentors with scholars, and support the growing capacity of the Skills that Shine program.

### UX Design Consultant, IBM iX

San Francisco, CA | Oct 2017 - Jan 2018

Unified the web and app experience for the second largest supermarket chain in North America by applying visual design techniques including typography, composition, and information hierarchy.

### UX Design Intern, Avvo

Seattle, WA | July 2017 - Aug 2017

Owned a 4-week project aimed to reduce bounce rate on the high traffic page, Avvo.com/ask-a-lawyer. Tested two prototypes in the UX lab and worked with engineers to launch two A/B tests. Analyzed qual and quant data to form test hypotheses and to determine if A/B tests were winners.

### UX Generalist, Parlay Concepts (Undergraduate Capstone Project)

Seattle, WA | Jan 2017 - June 2017

Collaborated in a UX team to redesign Parlay's web app, which helps corporations and individuals manage projects in a design-led tool. Contributed to all aspects of the project cycle including primary and secondary research, design ideation, and stakeholder communications.

### Usability Analyst Intern, Liberty Mutual Insurance

Boston, MA | June 2016 - Sept 2016

Analyzed customer feedback to gather and synthesize pain points to come up with customer problems for A/B test ideas. The goal of the tests were to ease comparison shopping on the responsive web platform. Collaborated with product and analytics to analyze the test results against key metrics.

## education

### University of Washington

B.S. Human Centered Design & Engr;  
Human-Computer Interaction  
Graduated June 2017 | Cum Laude

## design skills

Rapid sketching  
Wireframing  
Prototyping  
Interaction design  
UI design  
Information architecture  
Whiteboarding  
Flow diagrams  
Workshop facilitation

## design tools

Sketch  
Figma  
Zeplin  
InVision  
Illustrator  
Photoshop

## community

Alumni Board, Summer Search Seattle  
Mentor, Opportunity Scholarship

## awards

Woman of Courage Honoree 2019  
Quarterly & Annual Dean's List  
WA. State Opportunity Scholarship;  
+8 academic scholarship awards

