



TUYEN TRUONG

UX Designer

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EDUCATION

University of Washington

B.S. Human Centered Design & Engineering;
Human-Computer Interaction
Sept 2013 - June 2017 | Cum Laude

DESIGN

Persona Creation
Information Architecture
Interaction Design
Storyboarding
Wireframing
Prototyping
HTML/CSS

RESEARCH

Usability Testing
Heuristic Evaluation
Ethnographic Studies
A/B Testing
Surveys
Interviews

TOOLS

Sketch
InVision
Illustrator
Photoshop
Axure
Figma
Balsamiq
Omnigraffle

AWARDS

Quarterly & Annual Dean's List
NCWIT Women in Computing Award
Washington State Opportunity Scholarship
+8 academic scholarship awards

EXPERIENCE

UX Design Consultant, IBM iX

San Francisco, CA | October 2017 - Present

- Unify the e-commerce web and mobile experience for the 2nd largest supermarket chain in North America
- Create visual assets utilizing design, typography, and layout composition skills
- Present work to design leads and business stakeholders for review and feedback

UX Design Intern, Avvo

Seattle, WA | July 2017 - August 2017

- Owned a 4-week project that involved reducing bounce rate on high traffic page, Avvo.com/ask-a-lawyer
- Led my first design review in front of UX designers, content strategists, and visual designers
- Implemented 2 different mockups in usability testing and 2 different test & learns in A/B testing
- Measured soft and hard facts to form hypotheses and to determine if my solutions met metrics

Usability Analyst Intern, Liberty Mutual Insurance

Boston, MA | June 2016 - Sept 2016

- Conducted participant observations and used analytics to discover user pain points and behaviors
- Collaborated with PM's and analysts to define 12 test hypotheses to improve UX on web and mobile apps
- Used test hypotheses to conduct A/B testing and analyzed the metrics to determine winning designs

UX Design Intern, Russell Investments

Seattle, WA | May 2015 - Aug 2015

- Led the redesign of the sales webpage to improve visual elements and content organization
- Created 20+ design med-fi mock-ups to communicate solutions to the CEO of Private Client Services
- Used HTML/CSS to update content and layout in the sales webpage to enhance due diligence efforts

PROJECTS

Parlay Concepts, HCDE Senior Capstone (UX Design)

Partnered with Parlay Concepts, a Seattle start-up, to redesign 3 pages in their web product to improve navigability, usability, and intuitiveness of the user's ability to engage with those pages. My team adapted a user-centric methodology to conduct research, ideation, design, and testing. I led the UX research.

HuskyRide, Improving the Light Rail Payment System (UX Design)

Collaborated in a team to create hi-fi mockups for a mobile app that increases knowledge of riding procedures and encourages UW Link Rail riders to habitually tap on/off at station kiosks by incentivizing them. Adapted a user-centered design methodology to conduct research, ideation, design, and testing.

Washington Trails Association Redesign (Visual Design)

Conducted competitive analysis to learn how non-profit wilderness organizations communicate goals and information. A heuristic evaluation showed that WTA needed less content and more images. Applied principles of typography, color theory, and information hierarchy to improve the WTA web and mobile app.