CRYSTAL TRUONG.

PRODUCT/UX DESIGNER

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I have 3+ years of experience delivering mobile and web experiences at scale. Skilled in end-to-end product design, design systems, and user testing, with a track record of driving measurable business outcomes. Passionate about simplifying complex services and exploring forward-looking tools, including AI, to design impactful solutions.

EXPERIENCE

RACV UX Designer
January 2022 - Present.
Current work (April 2025 - Present)
- Currently working with a team to deliver a Roadside Assistance feature for iOS and Android, one of RACV's most well-known and widely used services.
- Facilitated user testing for the first release of roadside assistance, synthesising insights to refine design decisions.
- Supported discovery of complex roadside assistance journeys, designing solutions that simplify a critical service for members.
- Projected to generate $2M in annual revenue by shifting members from call-centre Roadside assist requests to self-service in the app.
- Leveraging AI-powered design and research tools to accelerate workflows and explore innovative solutions to complex member problems.

Previous work (2022 - 2024)
- Designed and launched Car Match platform, enabling users to research vehicles and connect with dealers seamlessly.
- Created and documented design system components in Figma and Zeroheight to ensure consistency, accessibility, and ease of development.
- Member portal
  - Delivered retry payments feature recovering $12,000/month in revenue and improving NPS.
  - Contributed to the redesign of RACV's website and Salesforce portal.
  - Launched Auto Registration feature, driving 10,000 registrations in 5 months.
  - Led end-to-end redesign of portal flows (payments, product, documents), driving a 60% increase in logins within 6 months.

SKILLSET

Design & Prototyping: Figma, Miro, Photoshop
Research & Testing: Lookback, Askable
Systems & Documentation: Zeroheight, Confluence, Jira, AEM
AI tools: Cursor, Builder.io, Google Stitch

EDUCATION

Monash University
Bachelor of Software Engineering (Honours)
Diploma in Languages (Korean)