Nelson Truong

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Work Experience

UX Designer and Design Systems Enabler
SapientRazorfish April 2016 – Present
Specialized in architecting design systems for enterprise platforms and leading design projects

- Core UX member of the Product Design Team
- Developed a modular design system to build responsive sites across 8 automotive brands with a lead UX role in designing components
- Lead product design projects from concept sketches, user flows, wireframing, prototyping, documentation and handoff to development
- Designed and delivered over 300 websites to 8 international markets within a 5-month period
- Enabled new business acquisition by crafting personas and future forward journeys

User Experience Intern
Jackman Reinvents May 2013 – May 2014
Specialized in data analysis and formulating social media content strategies

- Conducted qualitative analysis on focus group interviews to consolidate insights on a grocery shopping experience
- Formulated content strategies to drive engagement across various social channels

Reporting and Process Analyst
Bank of New York Mellon May 2013 – May 2014
Specialized in developing KPI dashboards and leading process improvement projects

- Created KPI reports to display trends and identify risk factors in client fund accounts
- Improved an audit reporting procedure to achieve a 15% reduction in cycle time
- Automated the monthly distribution of KPI reports, resulted in a 60-65% increase in process productivity

Other Work Experience:
- Telemarketer
- Retail and Warehouse Associate

Education

B.A.Sc in Industrial Engineering (Systems Design)
University of Toronto 2010 – 2015

- Specialized in Human Factors Engineering
- Dean's Honor List for graduating year (4th Year)
- Engineering Science Entrance Scholarship

Relevant Academic Courses:
- Statistics
- Human Centred Systems Design
- Design of Information Systems (Human Computer Interaction)

Relevant Academic Projects

Human Centered Design Capstone Project for Cognitive Assessment and Measuring Performance

- Performed field studies to gather task information for the design of user testing plans
- Executed user testing scenarios and shop-along sections with participants
- Synthesized qualitative and quantitative research findings to iterate on the game design

Key Deliverables:
- Usability Testing Analysis, Prototype (Low and High Fidelity), Literature Review of Research, Gathering of Project Requirements

Skills and Certifications

Tools: Sketch, Axure, Omnigraffle, Principle (Prototyping), Adobe Experience Manager (AEM), Invision and Invision Design System Manager
Academic: Human Computer Interaction, Ergonomics, Design of Information Systems, Process Engineering, Statistical Modeling
Programming: HTML, CSS, Java, VBA, SQL
Certifications: Lean and Six Sigma Greenbelt, Deloitte Business Acceleration Course

Extracurricular Activities

Finance Director for University Club Chapter
Institute of Industrial Engineers 2012-2014

- Managed chapter finances
- Hustled to obtain chapter funding