SARAH TRUONG

UI/UX Designer

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📞 813.810.9913

EDUCATION

A.S. Graphic & Interactive Design
Valencia College
Sep 2015 - Dec 2017
Orlando, FL

B.S. Microbiology
University of Georgia
Aug 2011 - May 2015
Athens, GA
Zell Miller Scholarship

SKILLS

Design
Adobe Suite
Sketch
Balsamiq
InVision
Prototyping
Web Design
User Research
Usability Testing
A/B Testing

Development
HTML 5 / CSS 3
Basic Javascript
Jquery

Digital Marketing
Email Marketing
Basic SEO
MailChimp
Google Analytics

LEADERSHIP

Co-President

UGA Japan Club
2013 - 2014

ABOUT ME

I am a UI/UX designer that is design, data, and user driven. With a background in both science and interactive design, I strive to create innovative solutions to better user experiences through aesthetics and problem-solving. Willing to relocate.

WORK EXPERIENCE

UI/UX Designer

ConnectWise   Oct 2019 - Present | Tampa, FL

- Refine user experiences and design wireframes, mockups, and interactive prototypes for software and mobile apps
- Perform user research and usability sessions with key stakeholders and partners

Digital Designer

Westgate Resorts   Jul 2018 - Present | Orlando, FL

- Designed marketing collateral and high-fidelity prototypes for website redesigns to increase conversions
- Established design library and improved design process and workflow for projects to make production more efficient

UI Designer

StrategyBeam   Oct 2018 - Feb 2019 | Orlando, FL

- Created digital assets, wireframes, and mock-ups for website
- Provided UI solutions to business goals to increase conversion rates and leads for website redesigns

Web Design Intern

Ripley Entertainment   Feb 2018 - Aug 2018 | Orlando, FL

- Redesigned and optimized WordPress websites to ensure a positive user experience through design and functionality
- Designed email newsletters for email marketing and digital assets for social media marketing, ads & promotions

Freelancer

Self-employed   June 2016 - July 2017 | Orlando, FL

- Consulted with local businesses to provide design solutions and solve users' needs through user research, information design, interaction design, visual design and prototyping
- Created marketing collateral posters, banners, menus, pamphlets, photo editing, responsive web layouts, user studies and UI designs