




# SARAH TRUONG

## UI/UX Designer

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## 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