

# Sarah Truong

## Senior UX Designer

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### PROFESSIONAL PROFILE

Design, data, and user driven UX Designer with proficient skills in Balsamiq, Sketch, Adobe XD, Photoshop, HTML, and CSS. Seeking a design position that will leverage my 4+ years of experience designing successfully shipped mobile apps, enterprise products, and websites. I strive to create innovative solutions to better user experiences through aesthetics and problem-solving.

### WORK EXPERIENCE

#### Wiley Education Services, Orlando, FL

Lead UX Designer

Dec 2020 – Present

- Optimize landing page redesigns that increased conversions by nearly 50% for university partners
- Design and maintain internal design system, acting as DesignOps for Design and Development
- Lead multi-platform design ideations in agile teams and target areas for improvement for student journey

#### HD Supply, Orlando, FL

Contract UI/UX Designer

Oct 2020 – Dec 2020

- Designed high-fidelity UI prototypes for mobile and web applications to present to global stakeholders
- Built a design component system and library of assets to enhance design efficiency for all team members in Design System Manager

#### ConnectWise, Tampa, FL

UI/UX Designer

Oct 2019 – July 2020

- Researched, designed, and prototyped implementation of new features for flagship products (with over 100,000 active users) for both web (React) and mobile (iOS & Android)
- Lead design ideation as primary designer for several agile dev teams in building new software products
- Conducted UI/UX design audits and reviewed design systems across software products to target areas for alignment and provide a unified experience

#### Westgate Resorts, Orlando, FL

Digital Designer

July 2018 – Oct 2019

- Designed wireframes, mockups, and prototypes for website redesigns to increase conversions
- Created digital marketing collateral, photo editing, responsive web layouts, and UI designs
- Established design library and improved design process for projects to make production efficient

### EDUCATION

**Associate in Science Graphic and Interactive Design**, Valencia College, Orlando, FL

Sep 2015 – Dec 2017

**Bachelor of Science Microbiology**, University of Georgia, Athens, GA

Aug 2011 – May 2015

### SKILLS

**Design:** Adobe Suite, Sketch, Balsamiq, InVision, Prototyping, Web Design, User Research, Usability Testing

**Development:** HTML/HTML5, CSS/CSS3, Basic JavaScript, JQuery, and Bootstrap

**Digital Marketing:** Email Marketing, Basic SEO, Mail Chimp, Google Analytics