

# Sarah Truong

## Senior UX Designer

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### PROFESSIONAL PROFILE

Design, data, and user driven Senior UX Designer with proficient skills in prototyping, wireframing, design softwares (Sketch, Figma, Adobe XD, Adobe Suite), and front-end development. Seeking a design position that will leverage my 4+ years of experience designing successfully shipped mobile apps, enterprise products, and web applications. I strive to create innovative solutions to better user experiences through aesthetics and problem-solving.

### WORK EXPERIENCE

#### **Travel + Leisure, Orlando, FL**

*Lead UX Designer*

*Feb 2022 – Present*

- Lead and direct product teams to define, implement, and deliver digital solutions that will engage our customers
- Spearhead design strategy and develop successful design strategies, outlining how the design team will create deliverables and implement them for the project
- Deliver interaction design expertise for all T+L brands and ensure products operate as expected across all platforms

#### **Wiley Education Services, Orlando, FL**

*Lead UX Designer*

*Dec 2020 – Feb 2022*

- Optimized landing page redesigns that increased conversions by nearly 50% for university partners
- Designed 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

#### **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