Aaron Truong
UX/UI · Product Designer

Experience

Nutripair

UX/UI Designer January 2023 - Present

- Spearheading the development of user flows, personas, wireframes, mockups, prototypes, and production-ready handoffs.
- Incorporating user feedback, analytics, and usability findings from alpha prototype into updated designs to enhance user experience.
- Revamped company website using Webflow, resulting in increased user engagement and sign ups for app's alpha testing period.
- Moderated user interviews & workshops to familiarize users with the platform prior to and during alpha.
- Extracted actionable insights through user group discussions, team feedback, and usability testing.

Mission: Cure

UX/UI Designer July 2021 - December 2022

- Collaborated with a cross-functional team to transform a static desktop platform into a dynamic responsive mobile app.
- Generated high-fidelity prototypes and facilitated seamless developer handoffs using an iterative, agile design approach.
- Assessed the usability and efficacy of prototypes, user flows, and features to optimize the app's overall user experience.

Dexcom

Product Design Intern January 2020 - August 2020

- Conducted research utilizing surveys, interviews, and focus groups to evaluate the usability of the Dexcom Follow app.
- Identified and iterated upon three design opportunities for enhancing the Dexcom Follow experience.
- Developed high-fidelity prototypes and design assets to introduce new features & address existing user challenges, garnering approval from Dexcom stakeholders.

The Design Lab

UX Research Assistant March 2019 - June 2019

- Engaged in interviews and focus group sessions with individuals with disabilities, exploring their challenges with current transportation choices and how autonomous vehicles could provide better accommodation.
- Conducted comprehensive accessibility research, workshops, and prototype development to provide guidance to industry partners in improving accessibility for their future autonomous mobility solutions.

Hyundai

UX Research Assistant October 2018 - March 2019

- Utilized data from user interviews, ethnographic studies, and observations to craft prototype experiences for robotaxi passengers.
- Analyzed the current micro-mobility landscape and created research materials to identify potential market opportunities.
- Engaged in simulated autonomous vehicle passenger experiences to extract actionable insights for stakeholders' robotaxi concepts.

Contact

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Education

University of California, San Diego

B.S. Cognitive Science
Specialization in Design & Interaction

UC San Diego Extension

Front-End Development Certification

Skills

Design

User Experience · Product Design · User Interfaces · Wireframing · Style Guide · Visual Design · Rapid Iteration · Low-High Fidelity Mockups · Prototyping · Interaction Design · Branding · Accessibility · Typography

Research

User Interviews · Usability Testing · Personas · Competitive Analysis · Information Architecture · User Research · Journey Mapping · Ethnographic Studies · Focus Group Discussions · Workshops · User Flows

Tools

Figma · Miro · Sketch · Adobe XD · InDesign · Photoshop · Invision · Webflow · WordPress

Programs

Notion · Jira · ClickUp · Google Analytics · Smartlook · Github Desktop · Microsoft Office · Google Drive · HTML · CSS

Leadership

Nutripair May 2023 - Present

Leading the design team at Nutripair through the zero-to-one development of the mobile app.