

Aaron Truong

UX/UI · Product Designer

Experience

Nutripair

UX/UI Designer January 2023 - Present

- Leading the development of user flows, personas, wireframes, mockups, prototypes, and production-ready handoffs
- Integrated user feedback, analytics insights, and usability findings from the alpha testing into iterative design processes to enhance and refine prototypes
- Revitalized the company website using Webflow, leading to an uptick in user engagement and sign-ups for alpha testing
- Moderated user interviews & workshops during alpha testing period to extract actionable insights aimed at improving the platform

Mission: Cure

UX/UI Designer July 2021 - December 2022

- Revamped a static desktop platform into a dynamic, responsive mobile application that exceeded stakeholders' requirements
- Produced high-fidelity prototypes and collaborated with developers to facilitate seamless implementation of handoffs
- Assessed usability and effectiveness of prototypes through user testing to refine & optimize 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 key design opportunities that addressed critical pain points discovered from research
- Developed high-fidelity prototypes and design assets to introduce new features & address existing user challenges, garnering enthusiastic approval from stakeholders

The Design Lab

UX Research Assistant March 2019 - June 2019

- Engaged in interviews & focus group sessions with individuals with disabilities, exploring their challenges with current transportation choices, to consult stakeholders on how future 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
- Synthesized design and research artifacts to inform & guide the development of industry partners' future concepts

Hyundai

UX Research Assistant October 2018 - March 2019

- Simulated autonomous vehicle passenger experiences to extract actionable insights for stakeholders' robotaxi concepts
- Utilized data gathered from user interviews, rideshare studies, & observations to develop prototypes for robotaxi experiences
- Analyzed current micro-mobility spectrum, identifying market opportunities and presenting them to stakeholders

Contact

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Education

University of California, San Diego

Bachelors of Science

Cognitive Science
(Specialization in Design & Interaction)

UC San Diego Extension

Certification Program

Front End Development

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 · Material Design Guidelines

Research

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

Tools

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

Programs

Notion · Jira · ClickUp · Google Analytics · Smartlook · Github Desktop · Microsoft Office · Google Drive · HTML/CSS · Visual Studio Code · Adobe Suite

Leadership

Nutripair May 2023 - Present

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