Aaron Truong
UX/UI · Product Designer

Experience

Nutripair

UX/UI Designer   January 2023 - Present

- Leading two designers in the end-to-end product development and design of 2 mobile applications, from concept to launch
- Integrating user feedback, analytics insights, and usability test findings into iterative design process to refine prototypes
- Collaborating closely with developers to ensure feature parity with designs and seamless implementation of handoffs
- Built the design team from the ground up, establishing company's design system, research processes, and workflows
- Spearheaded redesign, deployment, & maintenance of company on Webflow

Mission: Cure

UX/UI Designer   July 2021 - December 2022

- Transformed a static desktop platform into an engaging mobile application that exceeded stakeholders' requirements
- Developed a supportive tool designed to help patients with pancreatitis stay informed and manage their symptoms
- Led design workshops to collaboratively brainstorm and roadmap product development with developers and stakeholders

Dexcom

Product Design Intern   January 2020 - August 2020

- Audited the Dexcom Follow app's usability through qualitative research, competitive analysis, and user testing
- Identified three key design opportunities that would address critical pain points discovered from research
- Created high-fidelity prototypes for new features and addressed user challenges, receiving enthusiastic approval from both stakeholders and users

The Design Lab - UC San Diego

UX Research Assistant   March 2019 - June 2019

- Conducted user research on the needs of disabled commuters, providing insights for stakeholders to enhance accessibility
- Interviewed and held focus group studies with disabled individuals to foster an empathetic, user-centered design approach
- Synthesized design and research artifacts to guide future development of industry partners' vehicles

Hyundai

UX Research Assistant   October 2018 - March 2019

- Leveraged data from interviews, rideshare studies, and commuter observations to simulate & prototype robotaxi experiences
- Researched the micro-mobility landscape, identifying and presenting key market opportunities to Hyundai stakeholders
- Designed HMI digital interfaces for autonomous vehicle and robotaxi concepts

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 · Human Interface Guidelines · Information Architecture · Heuristic Evaluation

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 · TestFlight

Programs

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