

Julie Truong

A curious and collaborative UX Designer with a passion for solving problems and empowering users through creative tools.

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EXPERIENCE

UX Design Adobe Digital Academy Scholar | General Assembly

San Francisco, CA | March 2022 – Present

- Implemented methods of user research, such as user interviews and contextual inquiries to gain deeper understanding of user's wants and needs.
- Conducted 3 usability tests to make product experiences more accessible for diverse user populations.
- Produced polished design documentation, including wireframes and prototypes, to articulate design decisions to stakeholders.

UX Design Apprentice | BRIDGEGOOD

Oakland, CA | June 2021 – December 2021

- Managed a team of 4 through 2 design sprints for a portfolio building web application. Created design and research briefs to outline success criteria.
- Conducted 8 user interviews, stakeholder interviews and competitive analysis to learn how our redesign could impact and increase number of users.
- Worked cross-functionally with design, management, and engineers to build a design system and ensure feasibility of the web redesign.

UX Research Intern | The Plain

Sacramento, CA | January 2021 – March 2021

- Conducted qualitative research surveys to gain insights into how 143 potential users obtained their COVID-19 related news.
- Analyzed research insights to collaborate and create 3 digital marketing strategies which increased brand awareness and organic traffic using Google Analytics.

Research Intern | UCR Healthy Campus

Riverside, CA | June 2020 – March 2021

- Conducted over 20 hours of focus group research with 113 participants for a COVID-19 study to help mitigate risks on UCR campus.
- In a team of 5, I utilized matrix analysis to determine 4 strategies and approaches to inform administration in proceeding with the safe reopening of UCR campus.

PROJECTS

Researcher & Interaction Designer | Lisa Says Gah

San Francisco, CA | April 2022 | 2 weeks

- Redesigned an e-commerce site for San Francisco-based ethical fashion collective.
- Conducted 10 user interviews, competitive and heuristic analysis, card sorts, and usability testing to inform my design decisions.
- Analyzed existing information architecture and produced wireframes and an interactive prototype that reflects user's needs.

Lead Designer | Femtor

Starhacks Hackathon | January 2022 | 48 hours

- Won 1st place for Best Overall Hack out of 75 teams.
- Created a networking mobile app that provides Women of Color looking to enter the tech industry with mentorship and resources.
- Led a team of 3 developers and collaborated on research, style guides and ideation.

SKILLS

Design

Prototyping
Wireframing
Storyboarding
User Flow
Task Analysis
Web Design
Design Systems
Information Architecture

Research

User Interview
Journey Mapping
Persona Building
Usability Testing
Competitive Analysis

TOOLS

Adobe XD
Figma
Sketch
Miro
Illustrator
Photoshop

EDUCATION

General Assembly

March 2022 – Present

UX Design Immersive

Adobe Digital Academy Scholar

UC Riverside

Riverside, CA | June 2021

Bachelor of Arts, Public Policy

Chancellor's Honor List, 3.6 GPA