Danny Truong

User Experience (UX) Designer

Email
Portfolio
LinkedIn
Seattle, WA

EXPERIENCE

Lead UX Designer, Huey's Suncare (Contract)

Remote, July 2025 - Aug 2025

- Conducted competitive analysis of 5 industry websites to uncover usability gaps and e-commerce best practices.
- Designed 3 wireframes (homepage, shop, product detail) to simplify product discovery and reduce friction at checkout.
- Presented research insights and redesign recommendations directly to the founder, providing actionable steps to improve customer engagement.

UX Designer/Web Designer, Lunar's Pho (Freelance)

Tacoma, WA, Feb 2021 - Aug 2024

- Created a cohesive visual identity through custom logo and social media design, leading to a 20%+ increase in user engagement across digital platforms.
- Developed and managed the restaurant's online presence, resulting in a 300% web traffic increase through improved usability and accessibility.
- Redesigned website in Figma based on user interviews and usability testing with 15+ customers to improve the dining experience across devices.

UX Designer, employHER

Seattle, WA, Jan 2021 - Jan 2022

- Designed high-fidelity UI for the website's messaging and "schedule a meeting" screens, applying interaction design principles to boost user engagement by 50%.
- Built 20+ reusable components as part of a scalable design system, enhancing visual consistency and optimising cross-functional collaboration.
- Created and iterated on 10+ interactive prototypes using user flow analysis, wireframing, and Figma to improve usability and refine user interactions.

UX PROJECTS

UX Designer, Meta Capstone Project

Seattle, WA, Jan 2022 - June 2022

- Designed and tested a framework for inclusive cultural representation in the VR Metaverse using Figma, ensuring accessibility and diversity across all user groups.
- Conducted field observations, interviews, and usability testing to identify interaction pain points and iterated on user flows to improve accessibility and cultural sensitivity.
- Organized research findings from surveys, interviews, and competitive analysis in Notion, and visualized user flows and journey maps in FigJam to present inclusive design solutions that influenced stakeholder decisions.

SKILLS

Research

User Interviews
Usability Testing
Survey Design
Secondary Research
User Personas
Empathy Mapping
Affinity Map
Usability Testing

UX/UI Design

Information Architecture
Storyboarding
User flows
User Stories
Wireframes
Prototype
Sketching

TOOLS

Figma
Miro
Adobe PS | AI | XD
Microsoft Office

EDUCATION

University of Washington
B.S. Human Centered Design and Engineering
June 2022 | Seattle, WA

Springboard
UX Design Career Track
Aug 2025 | Remote