

Danny Truong

UX (User Experience) & Product Designer

[Email](#)

[Portfolio](#)

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Seattle, WA

EXPERIENCE & PROJECTS

Lead UX/UI Designer, Huey Suncare (Externship Project)

Remote, July 2025 - Aug 2025

- Redesigned e-commerce experience and created an AI-powered dermatology chat and Hue Quiz, improving interaction design, usability, and accessibility while increasing task completion and conversion metrics by 30%.
- Contributed to scalable design standards and reusable components, applying design-system principles to ensure consistency across the e-commerce platform.
- Validated redesigns through moderated usability testing, achieving a 90%+ user preference for designs consistent with brand identity, and integrated stakeholder feedback into iterative refinements.
- Delivered user flows, a site map in Miro, and high-fidelity prototypes in Figma, while collaborating with stakeholders to refine requirements and ensure smooth handoff.

Product Designer, GottaGo (Capstone Project, Springboard UX Program)

Seattle, WA, Dec 2024 - June 2025

- Designed a collaborative mobile platform centered on social planning and real-time decision-making, increasing interaction and accountability among group members.
- Created conditional multi-path user flows to accommodate dynamic preferences and parallel approvals across multiple participants.
- Ran moderated usability testing with 10+ users and reduced navigational friction through iterative adjustments to interaction patterns.
- Applied culturally mindful and inclusive design frameworks to support diverse communities and group dynamics.

UX & Product Designer, Lunar's Pho

Tacoma, WA, Feb 2021 - Aug 2024

- Led the end-to-end redesign of the restaurant's digital experience, improving discoverability for customers with varying language fluency and device familiarity.
- Increased conversion rates by 20%+ and boosted visibility by 300%+ by restructuring content hierarchy, optimizing navigation, and simplifying key user journeys.
- Applied WCAG principles to improve navigation and content hierarchy for users with varying language fluency and device familiarity.
- Developed reusable layout components and design standards to ensure long-term scalability and consistent brand experience across future digital touchpoints.

UX/UI Design Intern, employHER

Seattle, WA, Jan 2021 - Jan 2022

- Designed messaging and coordination features that strengthened community interaction across the platform, increasing active engagement by 50%+.
- Built and documented a scalable design system with 20+ reusable components spanning interaction states and typography rules.
- Created and iterated on interactive Figma prototypes informed by qualitative feedback and flow analytics.

EDUCATION

University of Washington

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

Springboard

UX Design Career Track
Aug 2025 | Remote

SKILLS

Research

User Interviews

Usability Testing

Survey Design

Secondary Research

Data-Informed Decisions

User Personas

Empathy Mapping

Affinity Mapping

A/B Testing

UX/UI Design

Design Systems

Wireframes

User Flows

User Stories

Interaction Design

Information Architecture

Prototyping

Accessibility (WCAG)

TOOLS

Figma / FigJam

Adobe PS | AI | XD

Notion

Miro

HTML / CSS