

Tiffany Truong

Senior Product Designer

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professional summary

Senior Product Designer specializing in transforming complex, data-heavy workflows into intuitive, scalable user experiences. Adept at systems thinking, product strategy, and cross-functional collaboration with PMs, engineers, and SMEs. Known for bringing structure to ambiguity, aligning teams around clear requirements, and designing experiences that balance usability with technical and business constraints

skills

Core competencies

Product strategy Systems Thinking Interaction Design Information Architecture Wireframing
Journey Mapping Workflow Optimization Mockups Stakeholder Management User Research
Usability Testing Concept Validation Stakeholder Alignment Rapid Prototyping

Tools

Figma Design Systems Component Libraries Webflow Adobe Creative Suite HTML5 CSS
Jira Claude Figma Make

experience

Senior User Experience Designer

Workiva, 2024 – Present

- Led design for key workflows supporting carbon accounting calculations, supplier data collection, and utility integrations to strengthen auditability and data accuracy while reducing manual spreadsheet work and enabling expansion into new ICPs
- Collaborated cross-functionally with PMs, engineers, and sustainability SMEs to turn complex data frameworks into actionable design requirements and measurable success metrics
- Spearheaded documentation and standardization of Carbon design patterns, defining use cases and examples to ensure visual consistency across the platform

Founding Product Designer

ESG Flo (aka Tracera), 2023 – 2024

- Owned the end-to-end design of a 0 to 1 sustainability reporting and compliance platform – defined the IA, navigation, core workflows, and delivered an audit-ready MVP that supported early client acquisition and contributed to the company's Series A milestone
- Designed a scalable UX framework that supported complex regulatory and data requirements, enabling users to navigate dense workflows without cognitive overload
- Built the initial design system and component library to support rapid iteration and consistent implementation during early-stage development

UI/UX Designer

Freelance, 2020 – Present

- Improved clarity, engagement, and conversion for small businesses by redesigning end-to-end website experience with a focus on visual hierarchy and intuitive interaction patterns
- Built lightweight design systems and reusable component libraries to help clients scale and maintain their sites independently with minimal technical support

Product Designer

OneStudyTeam, 2021 – 2022

- Developed workflows for bulk upload, document preview, and versioning within the Source Documents platform, reducing manual effort and improving overall clinical site efficiency by 50%
- Led usability testing with study coordinators and iterated on core document management workflows to reduce errors and streamline task completion within regulatory constraints

Associate UI/UX Designer

NASA Ames Research Center, 2021

- Designed user-facing features for NASA's rover data visualization software, transforming complex geospatial and scientific data into actionable insights for mission teams
- Conducted usability testing with stakeholders and iterated on key features to streamline rover data analysis and improve decision making efficiency

education

Front End Web Development Certification | General Assembly

UI/UX Design Certification | Designlab UX Academy

Bachelor of Science in Biology | University of California, Los Angeles