



Joyce Truong

226.678.8455 📞
joyce.tru@gmail.com ✉️
trujoys.design 🌐

LET'S COLLABORATE

I'm an adaptable problem solver and team player with operations and design experience. My goal is to design satisfying solutions and to lead with empathy and inclusion.

EXPERIENCE

Skills

Collaboration
Data Analysis
Info Architecture
Problem Solving
Project Management
Prototyping
Time Management
Usability Testing
User Flows
User Personas
Wireframing

Tools
Adobe Creative Suite
Asana
Figma
HTML, CSS
Jira
Miro
Sketch
Slack
Trello

Designer • Freelance

May 2020 - Present

- Led UX/UI design initiatives for digital platforms, resulting in improved user satisfaction and increased engagement
- Coordinated user research efforts for multiple projects, delivering valuable insights that informed design decisions

Head of Operations • Walter Klassen FX

Oct 2020 - August 2024

- Owned full product design life cycle working with a designer and contract web developers to redesign an e-commerce website informed by user research to significantly improve usability and monetization by 80%
- Led a design sprint focused on developing a step-by-step purchasing process and refined info architecture informed by key stakeholder interviews that increased online store conversion rate by 45%
- Championed UX design of project management system informed by user testing insights in an agile environment, increasing workflow efficiency by 50%
- Fostered a culture of innovation and continuous improvement, encouraging team members to contribute ideas and solutions to enhance operations
- Maintained strong relationships with stakeholders, ensuring effective communication and collaboration across all levels of the organization

Business Analyst • Walter Klassen FX

Oct 2018 - Sept 2020

- Optimized sales and operational efficiency through conducting business process analysis and identifying issues in resource allocation, increasing revenue by 25%
- Integrated workflows, documenting operational procedures to determine process augmentation across 6 departments, increasing efficiency ratio by 20%
- Redesigned communication and fulfillment protocols, increasing customer satisfaction by 35%

Acting Category Manager • Paradies Lagardère

Dec 2017 - Sep 2018

Associate Category Manager • Paradies Lagardère

May 2016 - Nov 2017

Replenishment Analyst • LS Travel Retail

Jun 2015 - May 2016

Finance Assistant • Mandarin Restaurants Corporation

Feb 2015 - May 2015

Research Assistant • Western University

Jan 2014 - May 2015

EDUCATION

User Experience Design Certificate • George Brown College

2023

Graphic Design Certificate • George Brown College

2021

DAN Management, BMOS, Minor in Psychology • Western University

2014