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*Optimizing
User Experience
Through Clear
Content, Simple
Navigation and
Dynamic Design*

With over 12 years experiences across multiple disciplines – **User Experience, User Interface, Web, Mobile, Visual and Identity** – I have the ability to look at design problems from many angles. This allows me to incorporate **research, analysis, ideation, prototyping, testing and iterating** to create solutions that match the needs of the user.

What motivates me and gets me passionate is the opportunity to design user interfaces and experiences and make them pleasing to look at, simple to use and fast for completing tasks.

Skill Set

UX & UI Design	A/B, Card Sorting	Sketch
Prototyping	User Stories, Use Cases	InVision
Persona Creation	User Interviews	Photoshop/Illustrator
Site Maps	Mobile User Experience	Flinto
Wireframing	Visual Mockups	Marvel
Journey Mapping	Requirements Definition	Axure
Empathy Mapping	Agile/JIRA	HTML5/CSS3

Professional Experience

CROWDTAP (New York, NY), **Senior UX Designer**

1/2016-Present

- ◆ Functioned as senior UX designer and lead for various aspect of site and tool improvements.
- ◆ UX lead for designing and testing Crowdtap's new mobile app (iOS only).
- ◆ Experienced working in an agile sprints, 2 weeks delivery cycle including daily team standups, creating tickets and user stories within JIRA.
- ◆ Partnered with Product, Engineering and Copy to do iterative testing and deliver the mobile app to a larger member base for initial alpha launch.
- ◆ Managed and created asset deliverables for both mobile app and website updates.
- ◆ Created UX deliverables: wireframes, functional specifications, sitemaps, flows, and visual mockups.
- ◆ Recruited internal and external users and prepared Lo and Hi-fidelity prototypes for user testing and interviews.
- ◆ Managed UX contractors and junior designers for various tasks including sketching sessions, user research, and prototyping.
- ◆ Developed user stories, personas, and interviewed stakeholders to help identify key areas for improvements.
- ◆ Developed and tested a POC with internal Growth team to increase acquisitions through social and referral channels, member sharing, and retention.
- ◆ Identified and executed various experiments to aid in member growth, engagement and retention.

WEIGHT WATCHERS (New York, NY), **User Experience (UX/UI) Lead - Mobile**

1/2015-12/2015

- ◆ Functioned as creative and UX lead for the Mobile team (iOS and Android) and successfully launched and maintained several improvements on current Weight Watchers app.
- ◆ Utilized applied material designs to the android app for an improved visual styling and user interactions.
- ◆ Experienced working in an agile sprints delivery process including daily team standups, creating tickets and user stories within JIRA, and documentation within Confluence.
- ◆ Partnered with Product and Engineering to test and deliver an improved tracking experiences for our users.
- ◆ Managed and created all asset deliverables for both iOS and Android.
- ◆ Created UX deliverables: wireframes, functional specifications, sitemaps, flows, and visual mockups.
- ◆ Prepared Lo and Hi-fidelity prototypes for user testing and interviews.
- ◆ Led the strategy and UX for the mobile Crowdsourcing project to enable more accurate foods added to database.
- ◆ Conducted field research and analysis for developing user personas.

WEIGHT WATCHERS (New York, NY), User Experience (UX) Lead – 24/7 Chat/Learning & Motivation

1/2015 – 3/2015

- ◆ Functioned as creative and UX lead for the 24/7 Expert Chat team and the Learning & Motivation team.
- ◆ Optimized the user experience for current subscribers utilizing our 24/7 Chat feature.
- ◆ Conducted several user testing on layout, copy, design, and functional aspects of 24/7 Chat.
- ◆ Helped to develop and implement the Master the Plan video series to teach our users on how to follow the plan and increase engagement with our tools.
- ◆ Worked with Engineering and Product to create a tenure-based curated content for current members.
- ◆ Conducted A/B testing and tracking analysis on content and video elements to develop a personalized experience.

WEIGHT WATCHERS (New York, NY), User Experience (UX) Lead – Acquisition and Conversion/Marketing

2013-2014

- ◆ Functioned as creative and UX lead for the Acquisition and Conversion Marketing team.
- ◆ Partnered with Product and Marketing to identify small efforts with large impact solutions on the marketing site to allow for testing and delivering on the KPI of improved acquisition and conversion of the marketing site.
- ◆ Partnered with external agencies to design and build a brand new marketing site (including new branding, CMS tool, video integrations, and product offerings).
- ◆ Conducted user research and testing, wrote user testing scripts, and analyzed results for frequent user tests.

WEIGHT WATCHERS (New York, NY), Associate Creative Director

2011-2014

As an ACD, I served as principal creative lead on many successful projects. I worked closely with the project teams to ensure that all projects were successfully lead through requirements, design, build, QA and launch.

- ◆ Lead creative direction and collaborated on user experience in dealing with business challenges, user needs and technological capabilities.
- ◆ Managed the creative development process from concept through implementation on several projects.
- ◆ Conducted effective meetings with project stakeholders to understand project requirements, present work, and gather feedback.
- ◆ Functioned as creative lead and managed team members in creating visual design deliverables such as concept sketches, detailed layouts and comps, and visual design specifications.
- ◆ Managed the project deliverables from front-end development and copywriting teams.
- ◆ Collaborated on a daily basis with members of marketing teams, product management, engineering, and other stakeholders.
- ◆ Managed the front-end web development team including the resourcing and hiring of additional consultants to support several project initiatives.
- ◆ Worked closely with developers to push the evolution of the site technology through much progress in HTML5/CSS3, ADA compliance, responsive web and mobile implementation.
- ◆ Lead the development of the mobile marketing microsite utilizing the company's first responsive coding and design efforts.
- ◆ Managed company's video implementation on site utilizing Brightcove's platform.

WEIGHT WATCHERS (New York, NY), **Senior Web Developer**

2007 - 2011

- ◆ Participated and responsible for the development of several new innovations and initiatives.
- ◆ Worked with various discipline leads on information architecture, navigation, custom graphics/branding elements, and front-end coding of HTML and CSS.
- ◆ Maintained a full working knowledge of custom built CMS including implementation and troubleshooting.
- ◆ Built custom video players utilizing Brightcove's platform.
- ◆ Assisted engineering team in testing of new templates and page builds within CMS.
- ◆ Front-end development using latest HTML5 and CSS3 techniques, backed by jQuery and other JavaScript frameworks to enable optimum user experience throughout the site.
- ◆ Evaluated code to ensure that it is valid, is properly structured, meets industry standards and is compatible with browsers, devices, or operating systems.
- ◆ Managed work progress of junior developer and consultants and helped to set schedules for delivery and project completion.
- ◆ Ensured coding has met requirements for full ADA compliance include testing with JAWS and color contrast tools.

WEIGHT WATCHERS (New York, NY), **Web Developer**
2002 - 2007

CREDITEX (New York, NY), **Web Developer**
1999 – 2001

MAMA MEDIA (New York, NY), **Site Builder**
1998 – 1999

EXXONMOBIL CHEMICAL (New York, NY), **Catalyst Research Specialist**
1990 – 1998

Education

NEW YORK UNIVERSITY, **New York, NY**
1985 – 1989
B.A, BIOLOGY

MONMOUTH UNIVERSITY, **LongBranch, NJ**
1985 – 1987