

# TRUC NGUYEN

## PRODUCT DESIGNER

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## EXPERIENCE

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- AdRoll** San Francisco, CA  
*Senior UX Designer* 8/2016 - present  
*UX Designer* 4/2015 - 7/2016
- Design lead on SendRoll (launched 3/2016), a self-service email product enabling businesses to run sophisticated marketing automation with ease
  - Own end to end product design from early stage conceptualization, design, prototyping, partner with engineering and marketing to execute and ship
  - Designer on Growth team, focused on driving signups, activations, retention
- Girl Develop It** San Francisco, CA  
*SF Chapter Leader and Instructor* 2/2016 - present  
*Teaching Assistant and Volunteer* 9/2014 - present
- Wearer-of-many hats in non-profit management: operations, marketing, and teaching
  - Established new processes for onboarding volunteers and marketing initiatives
- NativeX** San Francisco, CA  
*UX Designer* 9/2013 - 4/2015
- Led the interaction design and user research on B2B products. Methods used include customer interviews, remote usability testing, wireframing, high-fidelity prototyping, writing production ready front-end code
  - Launched Self Service Associate Portal, a customer facing advertising dashboard that drove incremental revenue from unmanaged accounts (+\$1MM revenue within 4 mos of launch) and increased internal operational efficiency
- HCI Capstone Project with Genentech** Pittsburgh, PA  
*User Experience Research Lead, Technical Co-Lead* 1/2013 - 8/2013
- Led research, designed, and prototyped a decision support tool to enhance Clinical Specialists' sales planning - enthusiastic reception from participants and stakeholders led to further investment in the proposal
- Intel Labs** Santa Clara, CA  
*User Experience Intern in IXR Lab* 6/2012 - 8/2012
- Rapid experience prototyping for next-generation automobile design
  - Delivered 4 interaction prototypes, leading to a patent application and presentation to executive stakeholders on novel design process
- Yahoo! Inc.** Sunnyvale, CA  
*Front-End Software Engineering Intern* 6/2011 - 9/2011
- Developed front-end products enabling sharing and personalization, including a revamp of the Mail-to-Friend UI to ease social sharing, drove 30% share rate
- Stanford HCI Group & Communication Dept.** Stanford, CA  
*Research Assistant in HCI Group* 6/2010 - 7/2011  
*Undergraduate Researcher in Comm Dept* 1/2012 - 5/2012
- Designed studies and built experimental systems studying crowdsourced design, impact of social news ratings on media consumption

## HONORS & ACTIVITIES

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- **AdRoll Hack Week Q2 2016 & Q4 2016 Winner** - Designed and developed novel proof of concepts: Campaign Management Chrome Extension and Mobile Ad Builder prototype
- **CORE40 Studios** - Certified Lagree Fitness Instructor (7/2015 - present)  
Choreograph routines and teach small group fitness classes
- **Stanford Women in CS Board Member** (2010 - 2012)
- **KZSU Stanford General Manager** (6/2011 - 6/2012)  
Oversaw strategic direction, operations, 200+ volunteer staff, 100k budget
- **ACM-W Conference Travel Scholarship 2012**
- **UIST 2011, Extended Abstracts of CHI 2012** - Co-authored research publications

## EDUCATION

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**Carnegie Mellon University**  
**Master of Human-Computer Interaction**  
August 2013  
Coursework: User Research, Interaction Design, Design of Educational Games, Entrepreneurship in Technology, Instructional Design  
Independent Study, Capstone Project

**Stanford University**  
**B.S. in Computer Science, HCI Track**  
June 2012  
Coursework: HCI Research, Communication Research, Interaction Design, Programming and Computer Systems, Fabricating Educational Technologies

## DESIGN

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Brainstorming  
Usage Scenarios  
Design Personas  
Storyboarding  
Paper Prototyping  
Wireframing  
Mid-Fidelity Prototyping (Axure, Sketch)  
Video Prototyping and Wizard-of-Oz  
Adobe Creative Suite  
Data Visualization (d3.js)

## RESEARCH

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Contextual Inquiry  
Task Analysis  
Participatory Design  
Think Aloud  
Cognitive Walkthroughs  
Heuristic Evaluation  
Remote Usability Testing  
Controlled Experiment Design  
Statistical Analysis in R

## TECHNICAL

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Javascript, HTML & CSS  
Front-end frameworks and build systems  
Version control in Git and Mercurial  
Requirements Gathering  
Writing Technical Specifications  
Agile Development  
Java, C/C++