

JUSTIN TRUONG

UX/UI & Visual Designer

PROFESSIONAL SUMMARY

As a UX/UI and Visual Designer, I focus on creating user-centered digital experiences that balance functionality, usability, and visual clarity. My responsibilities include ensuring that design solutions are intuitive for users and aligned with business goals.

SCOPE OF WORK

- Develop visual design systems, including color palettes, typography, iconography, and UI components.
- UX/UI design focused on user research, wireframing, prototyping, usability and A/B testing, and iterative improvement.
- Translate insights into user flows, information architecture, wireframes, and interactive prototypes.

WORK EXPERIENCE

Graphic Designer / VNG Corporation

May 2025 - September 2025

- Delivered 100+ visual assets including banners, popup notifications, and promotional graphics for company products and campaigns.
- Adapted and resized 50+ artworks across multiple formats and platforms to meet marketing and brand requirements.
- Collaborated with cross-functional teams while managing multiple design tasks under tight deadlines.
- Assisted video editing and visual refinements for 5+ promotional videos.

UX/UI Designer / Seneca Polytechnic

September 2024 – Present

Healthier TikTok – UX/UI Case Study:

- Designed a TikTok features enhancement focused on healthier engagement, delivering 10+ high-fidelity screens across onboarding, feed, insights, and settings.
- Conducted user research with 5 participants, including personas, journey maps, and affinity mapping.
- Built a scalable design system with 20+ reusable components.
- Produced an end-to-end prototype and published a complete case study.

EduPlay – Learning Platform Concept:

- Designed EduPlay, a gamified educational platform for children in grades 1–6, focused on improving motivation, concentration and clarity in learning experiences.
- Conducted 5+ informal user research and peer feedback sessions to refine the problem statement, target users, and personas.
- Built a scalable design system including color tokens, typography, components, and accessibility considerations tailored for children.

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EDUCATION

Honours BDes - Interactive Media

Seneca Polytechnic (2022 - 2026)

- GPA: 3.6/4.0
- The President's Honour List 2025

DESIGN SKILLS

- Design Systems & UI Components
- Wireframing & Prototyping
- Visual Design & Branding
- User Research & Analysis
- Responsive Design
- Usability Testing

PROFESSIONAL SKILLS

- Adaptability & Continuous Learning
- Critical Thinking & Problem Solving
- Prioritization & Time Management
- Empathy & User-Centric Thinking
- Communication & Collaboration

Tools

- Adobe Premiere Pro & AfterEffects
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Figma

LANGUAGE

- Vietnamese
- English