




# Trung Mai

UX Lead | UX Principal

 trungm.com

 linkedin.com/in/trungm

 mvt.trung@gmail.com

 214.930.3731

## PROFILE –

Pragmatic and results-driven multi-disciplinary Design Leader. Experience working with and across regional teams from design, technology, business and product on creative, strategic and tactical levels. Track record of delivering impactful UX solutions for global markets. Impressive history in leveraging bleeding-edge technologies and methodologies to drive innovation and improve user experiences.

## AREAS OF EXPERTISE/TECHINICAL PROFEICNIES –

❖ Stakeholder Management	❖ User-Centered Design	❖ Journey Mapping	❖ Information Architecture	❖ Agile Methodology
❖ Workshop- Facilitation	❖ User Research and Testing	❖ Design Thinking	❖ Diary Studies	❖ Figma
❖ Co-design Workshops	❖ Usability + A/B Testing	❖ Wireframing and Prototyping	❖ Contextual- Inquiries	❖ Mural/Miro
❖ Competitive Analysis	❖ Market Research	❖ Project Management	❖ Interaction Design	❖ Airtable/Excel

## CAREER HIGHLIGHTS –

**Relationship Management:** Specialized in stakeholder relationship management, building, and nurturing pivotal connections that substantially advanced the development and achievements of a dynamic UX team, elevating project collaboration and team synergy.

**UX leadership:** 5+ years of dedicated UX leadership, managing design strategy and innovation across various high-impact projects, leading to a 40% increase in user adoption and significant enhancements in user experience metrics.

**Internal Team Growth:** Spearheaded internal team development initiatives, nurturing talent through mentorship and targeted skill-building programs, leading to a 50% increase in team efficiency and a significant enhancement in design quality.

## PROFESSIONAL EXPERIENCE –

### Lead UX Designer, Walmart, Dallas, TX

April 2023 - Present

- Spearheaded the development of the Walmart Associate Portal for Global Responsibility: Philanthropy ecosystem, resulting in an estimated annual savings of \$1.3M per year (82% cost reduction), 8,200 hours of administrative hours saved (50% time reduction), grant processing times by an average of 6 months (67% process improvement), and an 20% increase in internal user adoption and continued participation.
- Led UX design for a legal matter management platform, achieving a 25% improvement in workflow efficiency and a 30% increase in collaboration among company teams.
- Created and championed a comprehensive, healthy, and sustainable strategy focusing on mentorship, continuously learning, and skill development for Walmart's maturing UX agile environment.

### Senior User Experience Designer, Hypergiant Industries, Dallas, TX

August 2021 – April 2023

- Successfully scaled the design team leading to a 50% increase in project capacity and client satisfaction.
- Provided high-level design direction, process definition/implementation, and career mentorship while producing deliverables across all spectrums of the product design process.
- Led cross-functional research-based collaboration, delivering key features that boosted user engagement by 40%.
- Conveyed strategy to leadership from storyboarding, roadmaps, journeys, insight decks, mixed prototypes, to feature delivery.

### Design Director, Phoenix Mobile Inc., Vietnam

June 2020 – March 2023

- Conducted remote UX workshops for overseas employees, resulting in a company-wide adoption of best practices.
- Analyzed market trends and competitors, leading to a 50% improvement in user satisfaction with new feature sets.

### User Experience Designer, Projekt202, Addison, TX

January 2017 - July 2020

- Created digital assets aligned with high-level business goals, contributing to a 30% decrease in production time.
- Conducted user research and defined user needs through contextual inquiries, persona creation, design artifacts.

## PROFESSIONAL DEVELOPMENT –

### Nielsen Norman Group - UX Master Certification:

April, 2023 – Present

Leading Highly Effective UX Teams

(Expected Completion: March 2024)

- Pursuing a comprehensive 100-hour program encompassing 15 courses and exams. Key focus areas: building and managing UX teams, global team dynamics, Agile UX practices, and strategic leadership in diverse organizational settings.

Design Systems and Pattern Libraries Course

(Expected Completion: March 2024)

- Achieving a similar comprehensive 100-hour program of specialized training emphasizing the creation, management, and governance of design systems and pattern libraries, targeting enhanced UX design quality, consistency, and designer efficiency.

## EDUCATION –

### Bachelor of Business Administration – Finance

Texas A&M University – College Station, TX

## HONORS –

Eagle Scout

Boy Scout of America