Trung Mai

UX Director | UX Principal

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PROFILE –

Innovative design leader with over 10+ years of experience in user experience and product design, driving impactful strategies across diverse industries. I've successfully spearheaded initiatives that secured $8M in contract value and improved user engagement by 40%, all while mentoring junior designers to enhance their career trajectories. My work on the Walmart Associate Portal led to significant cost reductions and administrative savings, showcasing my ability to merge design excellence with business outcomes.

AREAS OF EXPERTISE/TECHINCAL PROFEICNIES –

❖ Stakeholder Management	❖ Information Architecture	❖ Journey Mapping	❖ AI Integration	❖ Diary Studies
❖ Workshop- Facilitation	❖ User Research and Testing	❖ Contextual Inquiries	❖ Cognitive search	❖ Figma
❖ Metadata visualization	❖ Usability + A/B Testing	❖ Adv. Prototyping	❖ Design Thinking	❖ Agile
❖ Competitive Analysis	❖ User-Centered Design	❖ Project Management	❖ Interaction Design	❖ Market Research

CAREER HIGHLIGHTS –

UX leadership & Strategy: 5+ years of dedicated cross-functional UX leadership team management, project planning, stakeholder collaboration - managing design strategy and innovation across E-commerce, Travel, and AI industries.

Relationship Management: Excel 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.

Internal Team Growth: Led 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 –

Associate UX Director, *Hypergiant Industries, Dallas, TX*　　　　　　　　　　　　　　　　　　　　*August 2024 – Present*
- Delivered the first-ever classified design system initiative adopted by 3 major government programs, enhancing usability and consistency
- Secured $8M in additional contract value by developing and executing a comprehensive UX vision and strategy, focusing on improving user flows and UI patterns.
- Increased career promotion rate for junior designers by establishing and leading a mentorship program, fostering professional growth and design skill enhancement.

Founding Designer, *Simpliciti, Mesa, AZ*　　　　　　　　　　　　　　　　　　　　　　　　　　*April 2024 – Sept 2024*
- Led the design strategy of Simpliciti AI's enterprise workspace experience through cross-functional teams to implement a multi-phase design strategy, enhancing user interaction with knowledge bases, document sources, metadata visualization, and automated workflows – resulting in a streamlined and intuitive user interface for complex AI-driven tasks.
- Collaborated with Chief Executive Officer, Chief Data Officer, and VP of Software to development and execution of UX strategies and business objectives.

Staff UX Designer, *Walmart, Dallas, TX*　　　　　　　　　　　　　　　　　　　　　　　　　　*April 2023 –May 2024*
- Directed 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),
- Improved grant processing times by 67% and an increase internal user adoption and participation by 20%.
- Championed a comprehensive, healthy, and sustainable strategy focusing on mentorship, continuously learning, and skill development for Walmart's maturing UX agile environment.

Lead User Experience Designer, *Hypergiant Industries, Dallas, TX*　　　　　　　　　　　　　　*August 2021 – April 2023*
- 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
- Led cross-functional research-based collaboration, delivering key features that boosted user engagement by 40%.
- Delivered design strategy to leadership from storyboarding, roadmaps, journeys, insight decks, mixed prototypes, to feature delivery.

PROFESSIONAL DEVELOPMENT –

Nielsen Norman Group - UX Master Certification:　　　　　　　　　　　　　　　　　　　　*April, 2023 – March 2024*
(1) Leading Highly Effective UX Teams & (2) Design Systems and Pattern Libraries Course
- 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.
- Training emphasizing the creation, management, and governance of libaries, targeting UX design quality, consistency, and efficiency.

EDUCATION –

Bachelor of Business Administration – Finance　　　　　　　　　　　　　　　　*Texas A&M University – College Station, TX*

Eagle Scout *Boy Scout of America*