




# Trung Mai

UX Director | UX Principal

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## PROFILE –

I am a value-driven and pragmatic design leader with 10+ years of experience working across regional teams. From design, technology, business and product I have a track record of delivering impactful UX solutions for global markets and an impressive history in leveraging bleeding-edge technologies and methodologies to drive innovation and improve user experiences.

## AREAS OF EXPERTISE/TECHINICAL PROFECINIES –

❖ 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 –

### Head of Design, *Simpliciti, Mesa, AZ*

*April 2024 - Present*

- 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.

### Senior 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.

### 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.

## 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 libraries, targeting UX design quality, consistency, and efficiency.

## EDUCATION –

### Bachelor of Business Administration – Finance

*Texas A&M University – College Station, TX*

## HONORS –

### Eagle Scout

*Boy Scout of America*