

Jim Duong

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<https://www.linkedin.com/in/jimduong> & <http://www.jimduong.com>

Professional Summary

Jim has a broad experience in planning, managing and executing enterprise, entertainment, automotive, healthcare, banking and higher education-based projects

- Designed a price management tool at 7-11 melding existing legacy technologies and data structures with a modern web interface.
- Leading the UX and project team at Five & Done Creative Group for Toyota Digital Marketing & Retail Transformation initiatives by creating applications using an exhaustive UX methodology including user research and an iterative Human centered UX process creating enterprise systems and to guide users down the vehicle sales funnel.
- Redesigned high traffic websites for Toyota to engage users and guide them down the vehicle purchasing sales funnel.
- Designed and created enterprise applications at Toyota focusing on the workflow of the vehicle offer creation process involving multiple stakeholders, vendors and dev teams and increased efficiencies.
- Helped to train designers on WCAG / 508 compliance and processes to communicate design intentions.

Experience

Isobar

New York, NY

Experience Design Lead (Contract)

01/21 to Present

- Contribute to the thought leadership of an interdisciplinary team that includes other experience designers, visual designers, copywriters, technologists, business analysts, strategists, and project managers within Isobar and our client counterparts.
- Work closely with leadership and other team members to manage an experience project thread.
- Advocate user-centered design best practices across a project thread for web and mobile apps.

7-11

Irving, TX

Senior User Experience Architect (Contract)

02/20 to 1/21

- Designing Retail Price management tools responsible for \$17 billion in price adjustments yearly.
- Conducting research and ideating on concepts to transform Merchandising leveraging AI and AR/VR tools to communicate profitability of retail fixtures and forecast sales in store in a compelling format.
- Creating UX designs and rapid prototypes workflow including requirement documentation, wireframes, use cases, journey maps, personas, prototypes and high-fidelity mockups using Sketch, Abstract, InVision and Figma for desktop and responsive web applications using React.
- Leveraging tools such as Design Thinking, Scrum and Design System.

NTT Data

Plano, TX

Senior User Experience Architect (Contract)

06/19 to 12/19

- Overseeing a combined offshore and onshore team of 6 UX designers and 3 UI/Front End.
- Developers to implement a design system within a Scrum environment working on combined B2B and B2C application.
- Direct Client management, traveling to present UX team work to senior leadership on site at health insurance clients around the US.

- Crafting and implementing new Design Operations processes leveraging tools such as Design Thinking, Scrum and Design System while training offshore and onshore team.

Projekt202

Addison, TX

Experience Architect (Contract)

11/18 to 5/19

- Working within a team to create and implement a design system, 508/WCAG compliance and new omnichannel application within a Scrum Agile environment desktop, mobile and responsive web applications using React.

Five & Done Creative Group

Dallas, TX

Managing Director / UX Lead & Product Owner

6/17 to 7/18

- Creating user experiences on Toyota.com and BuyAToyota.com engaging millions of users every month to engagers into the vehicle sales funnel.
- Directly managed client relationships and responsible for direct personnel management of a team of producers, business analysts and UX designers in the Dallas TX office.
- Product Owner and subject matter expert for Toyota & Lexus, collaborating directly with clients and stakeholders at all levels of the management chain from developers to c-level executives for projects that multiplied engagement and conversions.
- Developed budget, timeline, KPIs, backlog, and workflows & contributing to new business and proposal processes and presentations. Working closely on overall agency strategy and vision as a key member of the leadership team.
- Conducting regular user research both in person and remote across the country for Toyota.

Five & Done Creative Group

Aliso Viejo, CA

Director of User Experience / Lead Product Manager

01/13 to 6/17

- Collaborating closely with clients on overall strategy and how UX can help facilitate business development.
- Lead UX team and subject matter expert on a B2B internal financial application for Toyota that significantly increased efficiency of the vehicle offer creation process by removing days of work from the workflow.
- Responsible for user experience evolution with Toyota Digital Marketing for BuyAToyota.com, including a key navigational restructuring that resulted in 3x increase in conversions.
- Spearheaded desktop and mobile Game-to-Web application UX for UbiSoft.
- Overseeing and contributing to the creation of UX documentation including requirement documentation, wireframes, use cases, personas, prototypes and high-fidelity mockups for desktop, mobile and responsive web applications.
- Directing both internal and external UX designers, developers and project managers to shepherd UX vision throughout the development process.

Additional Experience located at <https://www.linkedin.com/in/jimduong>

Affiliations

Academy of Television Arts & Sciences – Member Interactive Peer Group

The Information Architecture Institute – Member

Education

University of California at Riverside, Riverside, CA – Studies in Political Science.

Certified Scum Product Owner

References - Upon request.