

Florence Truong

I have always been curious about how people alter their day-to-day to make it fit just a little better for themselves. Objects, spaces, routines, relationships. I wonder what's missing, what's working, and what could be better (and what does better mean?).

So often these questions have led me to intimate conversations with strangers, glimpses into how our brains are wired, and many trials and errors through building and testing.

Education

Emily Carr University
2003-2008 B DES
Communication Design

Recognition

Grafika 2009
Mouvement
Collectif.org Nominated
for best educational or
informative site.

**Mary Catherine Gorden
Memorial Scholarship 2005**
A memorial scholarship
is awarded to a student
at the university who
displays outstanding
artistic talent and
commitment.

Work experience

Substantial
2013 - Present *Lead Designer*
Substantial is a 40-person design and
development studio. I lead project teams
through research, strategy, and product
development. I provide team mentorship,
project management, client services,
user experience design, art direction,
and development support.

WINTR
2015-2016 *Design Director*
WINTR was a 20-person consulting agency.
Contributed to project and sales teams,
managed a small design team. Clients
range from non-profit organizations to
Fortune500 companies.

Wieden+Kennedy, W+K Lodge
2011-2013 *Sr Experience Designer*
WK is an independently owned advertising
agency. Worked with cross-disciplinary
teams to concept and produce campaigns
for clients including P&G, Nike, and
Levi's at WK's headquarters in Portland,
OR. Responsibilities included art
direction, design, and user experience.

Plantly
2010-2011 *Designer*
A four person fintech start-up based
in Brooklyn NY. Co-designed an online
investment engine based on the theories
of Nobel-prize winner, Harry Markovitz.

Sid Lee
2008-2010 *Interaction Designer*
Montreal-based boutique agency with
clients including adidas, Cirque du
Soleil, and Kraft. Involved in a range
of interactive projects and aided in
pitching, designing, and production.

Critical Mass
2006-2007 *Designer*
An international interactive agency
where, as part of a large team in
Calgary AB, we redesigned the Mercedes-
Benz USA e-commerce business.

Exhibitions

Hand to Mind 2014
Anonymous Observer v.2, Oregon Museum of
Science and Industry, Portland, OR (in
collaboration with Justin Gaussoin and
Masataka Odaka).

ruf·fle 2013
Anonymous Observer, Whitebox,
University of Oregon, Portland, OR (in
collaboration with Justin Gaussoin).

Speaking engagements

Upcoming in 10/2018 Seattle Interactive Conference
Upcoming in 9/2018 PDX LWD

Unloop 2017/11/09
Unloop enables people who have been in
prison to succeed in careers in tech

AIGA 2017/03/23
"Designed to Lead: Creating the Digital
World" panel, Seattle, WA

Seattle Central Creative Academy 2016/12/09

Volunteer experience

Emily Carr Student Union 2008
Art director for the second issue of
Emily Carr's student paper, Woo.

Emily Carr University 2008
Part of a jury to select two tenure
design faculty positions at the
university.

Vancouver School Board 2006
Provided mentorship for a gifted student
in visual arts under the six-month
Gifted Education Mentorship Program.