

Mary Truong

Product Designer

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Available in Dubai, UAE from Nov 2026

Australian citizen

Product Designer with 3+ years shipping acquisition, pricing and checkout flows across 13 regional markets. Led an end-to-end pricing redesign now live in all 13 markets, and contributed to conversion uplift across checkout and pricing. Growing fluency in AI-assisted design workflows.

KEY ACHIEVEMENTS

Checkout Redesign	+6.4% US · +1.5% NZ sign-up-to-paid conversion
Pricing Expansion	+5.75% AU sign-up conversion +19.4% AU recommended-plan selection
Countdown Timer	+14% US/UK · +4% AU sign-up conversion
Design System	Contributed to Xero.com's WCAG 2.2 AA design system (5M+ monthly sessions), including the Countdown Timer component.
CEO Hackathon Winner	Xero's first plan recommendation tool (2023): 97% completion · 93% plan adoption, scaled across 13 markets.

EXPERIENCE

Product Designer · Xero (cloud accounting SaaS)

Jan 2023 – Dec 2025

Delivered end-to-end product design spanning acquisition, pricing and sign-up experiences across 13 markets. Partnered with Product and Engineering to ship and iterate experiment-ready solutions within design-system, localisation and tax constraints.

Checkout & Plan Selection Redesign – Payment Details Upfront (PDU)

- Co-led and synthesised 8 moderated usability sessions (ran 4) to validate the new checkout.
- Designed the order summary panel across checkout screens, clarifying plan, pricing and tax information at a key conversion point.
- Iterated on checkout and post-sign-up flows through the multi-region rollout, extending into subscription-management touchpoints (payment details, plan changes, cancellation).
- **Outcome:** Contributed to **+6.4% US · +1.5% NZ** sign-up-to-paid conversion.

EXPERIENCE

Product Designer • Xero (continued)

Phase 1: Pricing Expansion – Scalable Plan Comparison (4→6+ Plans)

- Led 6 moderated usability sessions to validate plan discoverability and comparison.
- Designed scalable pricing components for 13 markets, introducing filtering and plan spotlighting.
- Reduced visible CTAs from 9 to 5 through clearer hierarchy and filtering.
- **Outcome:** Contributed to **+5.75% AU** sign-up conversion and **+19.4% AU** recommended-plan selection.

Phase 2: Pricing Redesign – Progressive Disclosure Model

- Drove the end-to-end responsive redesign across AU, NZ, US and UK.
- Introduced progressive disclosure with scalable plan cards and anchor-linked comparison tables.
- Designed **WCAG 2.2 AA**-compliant, experiment-ready interaction patterns for 2–6+ plans and multiple sign-up flows.
- **Outcome:** Now live globally across 13 markets.

OTHER EXPERIENCE

2022	Customer Success Associate at Zeller (fintech)
2022	UX Consultant (contract) at Vbreathe
2021	UX Research Intern at Marketplacer
2019–2020	Product Specialist at Apple

SKILLS

Product Design	Problem Framing • User Research • Usability Testing • Interaction Design • Information Architecture • Prototyping • Design Systems • Accessibility (WCAG 2.2)
Product & Growth	Multi-Market UX • Pricing & Monetisation • Experimentation • Funnel Optimisation • Localisation
Tools	Figma • Figma Make • Claude • Miro • Jira • AEM • Hotjar • GA4

EDUCATION

The University of Melbourne	Bachelor of Commerce
General Assembly Melbourne	User Experience Design Immersive