

By [Karen Clark Cole](#)

At Blink, we are fortunate to have the opportunity to work on a wide variety of challenging UX research and design projects. Clients from across a range of industries choose Blink to help them engage with their end-users and create meaningful and compelling [user experiences](#).

In addition to these projects, we also recognize that our collective expertise in UX can be harnessed to help other organizations in their mission to improve society and the world. Every year, as part of our corporate responsibility program, Blink chooses to work with a select group of non-profit organizations to help them achieve their mission.

For the past several months, Blink has been working with a truly exceptional and inspiring woman named [Rani Hong](#), co-founder and president of the [Tronie Foundation](#), an international non-profit organization dedicated to end modern day slavery and human trafficking. Rani, along with her husband Trong Hong are both survivors of human trafficking, and in 2006 founded the Tronie Foundation to raise global awareness of this tragic issue that is literally happening in our own backyards every day. Seattle is one of the biggest importers of slaves – people stolen and sold for illegal adoption, farm workers, restaurant, hotel and sex trade workers.

I had the opportunity to meet Rani in 2012 at a training session at The Pacific Institute (another client of Blink's). At that time, the Tronie Foundation was operating two distinct websites that needed to be seamlessly integrated into one unified website. The goal was to minimize confusion and ensure the foundation's mission was clearly communicated through a new information architecture and site design.

I also had the honor to travel to New York in May of 2013 to watch Rani address the [UN Global Plan of Action to Combat Trafficking](#) in Persons at UN headquarters where she unveiled the "H.E.L.P" acronym – developed by Blink's copy writer, Amy Bosch to bring greater awareness to this important issue:

- **H**alt the movement of trafficked persons
- **E**ducate consumers and people at risk of being trafficked
- **L**abel products as slave-free
- **P**rotect and assist former slaves

Follow [Rani on Twitter](#) and please donate to [The Tronie Foundation's](#) important work to end human trafficking and rebuild the lives of former slaves.