

Joslyn Tran

UX Designer

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San Diego, California

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<http://joslyn.design/>

Summary

Bringing together a visual arts and video editing background, I'm a UX designer interested in creating stories and delivering creative design solutions.

Skills

UX/UI Design

Visual Design

User Research

Wireframing

Interaction Design

Rapid Prototyping

Tools & Technologies

Figma

Adobe Creative suite

Usability Hub

GitHub

Other Skills

HTML, CSS, jQuery

Languages that I am fluent in

English

Vietnamese

Education

Bloc

User Experience Design Program, 2018

Experience

Bloc / UX/UI Apprenticeship

November 2018 - October 2019

Generated user surveys and conducted interviews for the creation of personas, market research, user stories, user flows, site maps, wireframes, and design focuses

Created brand identities such as brand logo, typography, layout, color palette, and style guide

Created prototypes and conducted user testing and iterated based on user feedback

Designed the visuals with familiar UI patterns, a strategic color palette, and an overall sense of simple and elegant aesthetics.

Projects

E-Box | Mobile & Web Application | View at <http://joslyn.design/>

Created a cloud-storage app created for users to optimize organization and increase productivity. Users can create original content as well as upload, browse, save and collaborate on existing content using the app.

San Diego Zoo Global / Guest Ambassador

June 2018 - June 2019

Kept members of the public safety within an area of surveillance and responded to inquiries and complaints

Manage and organize lines to keep traffic flow and allowing animals to stay calm and relaxed within the habitat.

Operated turnstiles effectively while in high guest demand

Collaborated with other departments assisting in public events, maintaining radio contact throughout the whole facility

Participated in rotation schedule and drills regarding hospitality procedures

Supervised and directed use of equipment to new-hires

Freelance / Videographer

June 2015 - Present

Captured creative and unique shots for special events & occasions

Produced and edited video work for local non-profit organizations

Brought in client base, negotiated prices, filmed events, edited videos and delivered an exceptional product to clients

Implemented public relations, social media and marketing for company to reach clients
