

# hello! i'm alexis tran

Portfolio at [alexistran.design](https://alexistran.design)  
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a bay-area based product designer passionate about crafting meaningful experiences.

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## Experience

### Sr Product Designer

Zscaler

Apr 2022 - Present

Drove the navigation design for the new Experience Center platform.

Designed new features and workflows for ZIA, ZPA, and Experience Center products.

Built reusable components for our design system to enable scalable and consistent designs across our products.

### UX Designer

Outward Inc.

(Williams-Sonoma)

Oct 2018 - Mar 2022

Led design for core functionality of 3D room planner, a multimillion dollar enterprise and consumer product for Williams-Sonoma.

Organized and led user feedback sessions, and conducted surveys to gain insights informing future design iterations.

Improved and defined team processes and workflows; regularly presented at internal design workshops to teach new skills.

### Software Engineer

Blizzard Entertainment

May 2017 - Aug 2017

Intern on the Accounts and Commerce team in the Battle.net org.

Designed, prototyped, and implemented an internal data visualization tool to drive business insights and make data more accessible to other teams.

Determined key business metrics through analysis of datasets containing commerce data for millions of users.

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## Education

### UC Berkeley

B.A. Cognitive Science,  
minor in Computer Science

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## Skills

### Tools

Figma, Sketch, Adobe Creative Suite, JIRA, HTML/CSS

### Design

Interaction Design, Visual Design, Wireframing, Information Architecture, Prototyping, User Research, Usability Testing, Copy Writing, Data Analytics, Design Systems