

alexis tran—

Portfolio at alexistran.design
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education

University of California, Berkeley '18

B.A. Cognitive Science,
Minor in Computer Science

skills

design

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

development

HTML/CSS
Python
Java
SQL
Git
Basic JavaScript

tools

Adobe Creative Suite
Sketch
Figma
Invision

achievements

Berkeley Builds Hackathon
1st place

experience

Outward Inc. (Williams-Sonoma)

User Experience Designer, October 2018 - Present

- Worked cross-functionally with internal and external stakeholders, PM's, engineers, and other designers to conceptualize and design visualization tools utilizing Outward's imaging technology.
- Involved with every step of the design process, from research to design to documentation.
- Led design for several projects including a help center, wall and floor visualizer, and monogramming tool replacing a 3rd party tool which costed millions of dollars to license.

Blizzard Entertainment

Software Engineering Intern, May 2017 - August 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. (Adobe XD, HTML, CSS, D3.js, SQL)

Innovative Design

Visual Designer, January 2017 - May 2018

- Created professional visual assets (logos, branding, and other requested work) pro bono for a variety of clients.

projects

Novabot

Product Designer, Spring 2018

- Worked with a software engineer from Twitch to design a chatbot that allows people to donate cryptocurrency to their favorite streamers.

BAWAR Messaging App

Designer and Developer, Spring 2016

- Worked with the non-profit, Bay Area Women Against Rape, to design and implement a messaging app that would allow victims of sexual trauma to anonymously reach out for help online.