

# alexis tran—

Portfolio at [alexistran.design](http://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  
JavaScript  
Python  
Java  
SQL  
Git

## tools

Adobe Creative Suite  
Sketch  
Figma  
Invision

## achievements

### Berkeley Builds Hackathon

1st place

## experience

### Outward Inc. (Williams-Sonoma)

*User Experience Designer, October 2018 - Present*

- Led design for several projects including core functionality for 3D room planner, a multimillion dollar enterprise and consumer product for Williams-Sonoma.
- Worked cross-functionally with internal and external stakeholders, PM's, engineers, and other designers from conception through implementation. Bridged the gap between design and engineering and advocated for usability using my engineering background.
- Organized and led user feedback sessions and conducted surveys to gain insights informing future design iterations.
- Helped define team processes and workflows; regularly presented at internal design workshops to teach new skills.
- Built design systems to enable more efficient and consistent designs.

### 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

### 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.