alexis tran—

Portfolio at **alexistran.design**
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760.917.2851

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

UX Designer— *Outward Inc. (Williams-Sonoma)*
October 2018 - Present
• Led design for core functionality of 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 to implementation.
• 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.
• Built design systems to enable more consistent and scalable designs.

Software Engineer Intern— *Blizzard Entertainment*
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)

Visual Designer— *Innovative Design*
January 2017 - May 2018
• Created professional visual assets (logos, branding, and other requested work) pro bono for a variety of clients.

projects

Designer & Developer— *BAWAR Messaging App*
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.