

Alex Tran

Thrives in the most ambiguous spaces and seeks to bridge the gap between product and design.



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Experience

Deloitte's GivePrism, Product Designer

2024 - Present • *UX/UI Design, Strategy, Fundraising, Gen AI, 0 - 1, B2B*

- Owned end-to-end design process from research to pixel perfect wireframes, incubating and launching premier Donor Engagement product.
- Utilized mass social driver data and predictive models to design core donor engagement and solicitation features that addressed critical user needs.
- Conceptualized and designed Gen AI features, harnessing Google's Gemini to power robust chatbot and intuitive data segmentation features.
- Established and managed new Design System to ensure successful scale and design/engineering collaboration of new product.

Deloitte's Product Incubator, Product Designer

2022 - 2024 • *UX/UI Design, Strategy, 0 - 1, B2B & B2B2C Products*

- Incubated 3+ new digital (web and mobile) products from concept to launch within Deloitte's Product Incubator resulting in over \$20M+ in revenue.
- Led user and market research, to translate complex business and user requirements into overall product and go-to-market strategy.
- Designed low-fidelity mockups and rapid prototypes to drive ideation and vision of products across several industries (energy, e-pay, fundraising).
- Translated mockups into hi-fidelity wireframes and 5+ prototypes, iterating with stakeholders and users to capture 60% of market interest on average.
- Directed cross-functional collaboration with engineering partners to deliver a final product that meets business, design and technical needs.

Deloitte Consulting, UX/UI Designer

2021 - 2022 • *Human Centered Design, User Research, Strategy, B2B2C*

- Redesigned 2 end-to-end healthcare web and mobile payment management portals, driving a 40% boost in user usage and a 55% boost in satisfaction.
- Led collaborative 30+ client visioning sessions and translated insights iteratively into low-fidelity mockups that addressed their core user needs.
- Produced high-fidelity wireframes and interactive prototypes to guide client stakeholders and engineering teams through the final deliverable.

Education

B.A Business Information Technology

2017 - 2021 • Virginia Tech

Learnings: Business Strategy, Data Analytics, CSS + HTML, Java

Deloitte Doblin Innovation Fellowship

2023 - 2024 • Deloitte

Learnings: Innovation Strategy, Product Strategy, Human Center Design, Product Management

Skills

Design

- Human-centered / User-centered Design
- Lean UX Design
- User Research
- Accessibility Design
- Wireframing & Prototyping
- Visual/UI Design
- Design System Management
- Usability Testing

Product

- Concept Generation
- Idea Incubation
- Agile
- GTM Strategy
- 0 - 1 Design

Tools

- Figma
- Principle
- Mural & Figjam
- Adobe Illustrator
- Adobe Photoshop
- CSS + HTML + JavaScript