

# Andrew Q. Tran

Biomedical Communicator + Product Designer

hello@andrewqtran.com

www.andrewqtran.com

San Jose, California

## EDUCATION

### University of Toronto

MSc, Biomedical Communications (2014)

### University of California, Los Angeles

BS, Psychobiology (2007)

## TECHNICAL EXPERIENCE

### CREATIVE TECHNOLOGY

Human-centered design process, UX, UI, interaction, visual design; research, wireframe, prototype, usability testing; storyboard, animation, compositing

**Adobe:** Photoshop, Illustrator, Dreamweaver, After Effects, Flash, Fireworks, InDesign

**Front-end Dev.:** HTML5, CSS3, PHP, WordPress, jQuery, Ionic, Foundation, Bootstrap, ZenCart, Agile, git

**UI/UX:** Sketch, Balsamiq, InVision

**3D:** Maya, Mudbox, 3D-Coat, Cinema4D, autoPack, ePMV, Chimera, OsiriX

**Traditional:** Graphite, carbon dust, pen & ink, watercolor, oil painting

### BIOMEDICAL RESEARCH

Expertise and working knowledge on a wide variety of research software, preclinical imaging modalities, *in vivo* and *in vitro* techniques

#### Scientific & medical knowledge:

Biochemistry, ecology, anatomy, immunology, molecular biology, neurobiology, nuclear medicine, oncology, pathology, physiology, psychology, radiology, ultrasound

## AWARDS

**Code-a-thon Winner, Validic** (2014)

**Vesalian Scholar Award** (2014)

**Best Poster Presentation, 2nd** (2014)

**CIHR Scholarship** (2013)

## PROFESSIONAL EXPERIENCE

### Product Designer (12/2015 - Present)

#### Vave Health, Inc.

- Leading efforts in designing a responsive mobile app for a medical imaging technology used for demos with customers and investors, and engineer testing
- Created interactive prototypes to convey design intent and user test
- Implementing app design by coding front-end HTML/CSS on Ionic framework
- Developed business strategy by performing market research, conducting user interviews, and assessing the competitor landscape
- Co-wrote a multi-million dollar SBIR grant application
- Developed brand identity, implemented and maintained company website, designed and illustrated for pitch deck, collaborated with industrial design firm

### Principal + Medical Illustrator (2005 - Present)

#### Kandeo Studios (formerly independent contractor)

- Provide creative solutions, including medical and technical illustration, animation, web design and development, UI/UX design, graphic design, and branding
- Clients include pharmaceutical companies, biotech and tech startups, small businesses, academic laboratories and institutes, and game development studio
- Other responsibilities: Account management, project management, art direction

### Designer + Front-end Developer (12/2014 - 11/2015; Remote, part-time)

#### AlzCare Labs (FindMe: Personal safety beacon for Alzheimer's individuals)

We are building a virtual dementia village, empowered by our wearable technology

- Product Design: Animated mobile screen designs for demo video; created wireframes and mockups for mobile app UI and UX
- Marketing: Developed and maintained fundraising website; optimized to increase conversion using analytics and A/B testing; Illustrated and produced infographics for blog and social media; designed pitch deck

### Scientific Graphic Designer (08/2014 - 07/2015)

#### University of Southern California • Inst. for Neuroimaging and Informatics

- Produced data visualizations, illustrations, 3D brain and neural networks for multi-million dollar grant applications. Work featured on major publications.
- Designed an in-house financial dashboard web app (REBL), including user research, wireframing, visual design and interactive prototype.
- Optimized performance, increased usability for a big data visualizer (GAAIN)
- Created responsive design mockups, style guides, prototypes & iconography for multiple web applications and websites
- Engaged stakeholders, decision makers, users; collaborated with engineers

### Teaching Assistant - Data and Information Visualization (2014)

#### University of Toronto, Mississauga • Biomedical Communications

- Prepared, conducted labs on interactive visualization using HTML, CSS, d3.js

### Biomedical Researcher (2007 - 2012 in academia, biotech, and pharma)

- Novartis Institute for Biomed. Research • Oncology-Pharmacology (2012)
- Amgen, Inc. • Metabolic Disorders • Bone Diseases (2011)
- UCLA • Molecular and Medical Pharmacology (2007 - 2011)

## COMMUNITY OUTREACH

### **Mentor** (2016)

AIG University Code-a-thon

### **Mentor** (2015)

UCLA Circle K Career Development

### **Judge** (2014)

Peel Region Science Animation Festival

### **Volunteer** (2012)

Novartis Community Partnership Day,  
supporting local communities & charities

### **Judge** (2010 - 2016)

FBLA-PBL California State Business  
Leadership Conference

### **Runner** (2010)

Honda Los Angeles Marathon  
25th anniversary

### **Runner** (2006 - 2009)

UCLA 5K Run/Walk,  
benefiting Mattel Children's Hospital

## LEADERSHIP POSITIONS

### **Director of Branding & Promotion**

(2014) Biocommunication Academic  
Meetings, Toronto 2014

### **Student Representative**

(2013 - 2014) Biomedical  
Communications Alumni Association

### **Senior Design Editor** (2013 - 2014)

Institute of Medical Science Magazine

## MEMBERSHIPS

### **Association of Medical Illustrators**

(2013 - Present)

### **ACM Special Interest Group on Computer Graphics (SIGGRAPH)**

(2013)

## PUBLICATIONS

Schwarzenberg J, Radu CG, Benz M, Fueger B, **Tran AQ**, Phelps ME, Schiepers C (2011). *Human biodistribution and radiation dosimetry of novel PET probes targeting the deoxyribonucleoside salvage pathway*. *European journal of nuclear medicine and molecular imaging*, 38(4), 711-721. (**Tran AQ**: all illustrations)

Shu CJ, Campbell DO, Lee JT, **Tran AQ**, Wengrod JC, Witte ON, Radu CG (2010). *Novel PET probes specific for deoxycytidine kinase*. *Journal of Nuclear Medicine*, 51(7), 1092-1098. (**Tran AQ**: 1 illustration)

## SELECTED PUBLISHED ILLUSTRATIONS

Toga AW (2015). *Brain Mapping: An Encyclopedic Reference*. Burlington: Elsevier Science. (**Tran AQ**: cover image)

Pennisi E (2015). *Eight genes that make us brainiacs*. *Science*. (**Tran AQ**: cover image)

Hall J, Premji A (2015). *Toronto Notes 2015: Comprehensive Medical Reference and Review for MCCQE and USMLEII*. (**Tran AQ**: 2 illustrations)

Ng QKT, Olariu CI, Yaffee M, Taelman VF, Marincek N, Krause T, Meier L, Walter, MA (2014). Indium-111 labeled gold nanoparticles for in-vivo molecular imaging. *Biomaterials*, 35(25), 7050-7057. (**Tran AQ**: 1 illustration)

Vojvodic M, Young A (2014). *Toronto Notes 2014: Comprehensive Medical Reference and Review for MCCQE and USMLEII*. (**Tran AQ**: 3 illustrations and all icons)

Yaghoubi SS, Campbell DO, Radu CG, Czernin J (2012). Positron emission tomography reporter genes and reporter probes: gene and cell therapy applications. *Theranostics*, 2(4), 374. (**Tran AQ**: 1 illustration)

## SYMPOSIUM PRESENTATIONS

**Tran AQ** (2016). From service to product: Medical illustration in tech. *Association of Medical Illustrators Annual Meeting*, Atlanta, GA. (International)

**Tran AQ** (2016). From service to product: Medical illustration in tech. *Guild of Natural Science Illustrators Conference & Annual Meeting*, Santa Cruz, CA.

**Tran AQ**, De Koninck Y, Corrin MC, Dryer M (2014). Beyond the diffraction barrier: An overview of super-resolution microscopy as applied to neurobiology. *Association of Medical Illustrators Annual Meeting*, Rochester, MN. (International, Presentation & Poster)

**Tran AQ**, De Koninck Y, Corrin MC, Dryer M (2014). Beyond the diffraction barrier: An introductory 3D animation and an interactive module of super-resolution microscopy as applied to neurobiology. *University of Toronto Mississauga Research Excellence Celebration*, Mississauga, ON, Canada. (Poster)

Lee JT\*, Wong K-P, Yang Y, **Tran AQ**, Satumurthy N, Phelps ME, Schiepers C, Czernin J, Huang S-C, Radu CG (2010). Kinetics of 18F-FAC and L- 18F-FMAC PET probes for imaging nucleoside salvage metabolism. *Society of Nuclear Medicine 57th Annual Meeting*, Salt Lake City, UT. (Poster)