

# Andrew Q. Tran

Biomedical Communicator + Product Designer

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San Jose, California

## 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, Foundation, Bootstrap, ZenCart, Agile, git

**Others:** 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

## AWARDS

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

**Vesalian Scholar Award** (2014)

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

**CIHR Scholarship** (2013)

## EDUCATION

**MSc, Biomedical Communications**

University of Toronto (2014)

**BS, Psychobiology**

University of California, Los Angeles (2007)

## PROFESSIONAL EXPERIENCE

**Designer + Front-end Developer** (12/2014 - Present; 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

- Illustrate and produce infographics for website, blog and social media; design pitch deck; edit and produce demo videos
- Created wireframes and mockups for mobile app UI and UX
- Developed & maintained fundraising website; optimized to increase conversion

**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

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

**Kandeo Studios** (formerly independent contractor)

- Provide creative solutions, from graphic design, web design and development, UI design, branding, medical and technical illustration, to animation
- 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

**Teaching Assistant** (2014)

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

- Prepared, conducted labs on interactive visualization for the web (HTML, CSS, d3.js) in Data and Information Visualization

**Web Technology Development Associate** (2012 - 2014; Work-Study)

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

- Implemented online tech support to streamline problem resolution

**Research Associate II** (2012; via R&D Partners)

**Novartis Inst. for Biomed. Research • Oncology-Pharmacology**

- Established a new inventory system to efficiently streamline animal reports

**Senior Research Associate** (2011; via R&D Partners)

**Amgen, Inc. • Metabolic Disorders • Bone Diseases**

- Established new measurement methods and data analysis for *in vivo* X-rays

**Staff Research Associate II** (2008 - 2011)

**University of California, Los Angeles • Pharmacology**

- Designed logo for division; liaison between external web team and department
- Created 3D fly-through video of a new preclinical suite

## 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

## COMMUNITY OUTREACH

### 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 - 2014)

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

## 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)

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**, 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)