

ann tran

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education

University College London

Expected Fall 2021 | London, UK

MSc in Human-Computer Interaction

Bryn Mawr College

Fall 2014 - Spring 2018 | Bryn Mawr, PA

BA in Computer Science

Magna Cum Laude

technical skills

Illustrator	Javascript
Photoshop	HTML / CSS
XD	Python
Sketch	
Figma	
Invision	

research skills

Low to High Fidelity Design
User Interviews
User Research
Affinity Mapping
User Journeys
Personas
Wireframing
Prototyping
Storyboarding
Graphic Design
Participatory Design

achievements

Full-Tuition Posse Leadership Scholarship
Commencement Speaker, Bryn Mawr
College Class of 2018

experience

Cybertonica

User Experience Intern

Fall 2020 - Present | London, UK

Leading the research, prototyping, usability testing, and design of ScreenWiZe desktop dashboard tools for current and new operational risk and fraud clients.

PricewaterhouseCoopers

UX Experienced Associate

Fall 2018 – Fall 2020 | Boston, MA

- Conducted user research to drive the implementation of three major call center process flow simplifications, resulting in an average time savings improvement of 16%.
- Developed design vision for an airline gate and terminal communications app prototype to sell for \$300,000.
- Worked collaboratively product managing and designing an in-field enablement app for an industrial tools company that led to in-store sales for thousands of sales representatives by ~30%.
- Designed personas and journey maps to integrate gathered new technology feedback for one of the largest investor owned utility companies in the world.

HarperCollins Publishers

Digital Design Intern

Summer 2018 | New York, NY

- Constructed social media visuals to improve social media follower count ~5% across platforms in two months.
- Delivered complete creative digital rebranding for the largest romance novel conference in the world and the publishing house's only ebook newsletter.