Bonnie Lynn Tran

Work Experience

SEPTEMBER 2024 – MARCH 2025
Freelance Product Designer @ UC Berkeley
- Design for 21CSLA Learning Hub, a React-based web application, to improve the user experience of educators accessing resources
- Collaborate closely with developer to translate the needs of various user groups into a functional experience that aligns with the overall design system

SEPTEMBER 2022 – APRIL 2024 • NEW YORK
Environmental Graphic Designer @ GHD Partners
- Designed wayfinding systems and environmental graphics for clients like Google, Amazon, and Stand Together, enhancing user navigation in large-scale workplaces.
- Collaborated with architects, interior designers, and fabricators to integrate graphics into the built environment.
- Created signage and displays aligned with brand identity and architectural aesthetics.
- Used Adobe Illustrator, Photoshop, and CADtools to develop detailed design plans and mockups.
- Supported production and installation, ensuring quality and timely execution.
- Developed design guidelines to ensure consistency across all graphic elements.
- Participated in client meetings to present concepts and gather feedback.
- Conducted post-installation evaluations to ensure quality.

SEPTEMBER 2019 – AUGUST 2022 • NEW YORK
UX/UI + Visual Designer @ Radish Lab
- Support web and graphic design projects from concept to completion for clients including Sesame Workshop, BRAC, WINGS, Barbershop Books, and Equimundo.
- Produced wireframes, prototypes, and high-fidelity mockups with Figma.
- Established design systems for consistency and scalability of products while also iterating upon existing design systems.
- Worked closely with product managers and developers to translate user requirements into visually appealing designs.
- Iterate and incorporate multiple rounds of feedback in a fast-paced environment.
- Utilized user feedback and data to optimize user interfaces.

2018 – 2019 • NEW YORK
Service Design Apprentice
@ NYC Mayor's Office of Economic Opportunity
- Designed service experiences to improve how New Yorkers access city services.
- Conducted user research through interviews, surveys, and ethnographic studies to uncover user needs.
- Developed service blueprints, journey maps, and personas to communicate the service experience.
- Facilitated co-creation workshops with stakeholders.
- Collaborated with diverse teams to design service touchpoints across digital and physical channels.
- Created prototypes to validate and refine service concepts.
- Applied design thinking and human-centered methodologies to align services with user needs and agency goals.

Education

2014 – 2018
B.S. Human Centered Design and Engineering
@ University of Washington, Seattle

Skills

TECHNICAL
FIGMA
ADOBE ILLUSTRATOR
ADOBE PHOTOSHOP
ADOBE INDESIGN
CANVA
WEBFLOW
HTML / CSS / JAVASCRIPT
WEB ACCESSIBILITY
CADTOOLS

DESIGN
UX DESIGN
UI DESIGN
VISUAL DESIGN + ILLUSTRATION
DATA VISUALIZATION
SERVICE BLUEPRINTS
WIREFRAMING
ENVIRONMENTAL DISPLAY GRAPHICS
SIGNAGE & WAYFINDING SYSTEMS

RESEARCH
USER INTERVIEWS
CO-CREATION WORKSHOPS
SURVEYS
ETHNOGRAPHIC STUDY
CONTEXTUAL INQUIRY
DATA ANALYSIS
QUALITATIVE & QUANTITATIVE ANALYSIS
A/B TESTING
HEURISTIC EVALUATION

SOFT SKILLS
CLIENT PRESENTATIONS
CROSS-FUNCTIONAL COLLABORATION
FLEXIBILITY IN FAST-PACED ENVIRONMENTS
CREATIVE PROBLEM SOLVING

Contact

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