Bonnie Lynn Tran

Work Experience

SEPTEMBER 2022 – APRIL 2024 • NEW YORK

Environmental Designer @ GHD Partners

- Designed wayfinding systems and environmental graphics that enhanced user navigation and experience in large-scale office spaces for clients including Google, Amazon, and Stand Together.
- Collaborated with architects, interior designers and fabricators to integrate graphic elements into the built environment.
- Created visually engaging signage and display graphics that aligned with brand identity and architectural aesthetics.
- Conducted site analysis and research to inform design solutions that are contextually appropriate and user-centric.
- Utilized software such as Adobe Illustrator, Photoshop, and CADtools to develop detailed design plans and mockups.
- Support the production and installation of environmental graphics, ensuring high-quality execution and adherence to project timelines.
- Developed comprehensive design guidelines and documentation to ensure consistency and quality fabrication across all environmental graphic elements.
- Participated in client meetings and presentations to communicate design concepts and gather feedback.
- Conducted post-installation evaluations to ensure quality of fabrication.

SEPTEMBER 2019 – AUGUST 2022 • NEW YORK

Product, UX/UI Designer @ Radish Lab

- Support user experience design projects from concept to completion for clients including Sesame Workshop, BRAC, WINGS, Barbershop Books, and Equimundo.
- Created wireframes, prototypes, and high-fidelity mockups using Figma.
- Developed and maintained design systems to ensure consistency and scalability across multiple products.
- Collaborated with product managers and developers to translate user needs into functional and visually appealing designs.
- Analyzed user feedback and data to inform design decisions and optimize user interfaces.

2018 – 2019 • NEW YORK

Service Design Apprentice
@ NYC Mayor's Office of Economic Opportunity

- Support the end-to-end design of service experiences to improve how New Yorkers access and interact with city services.
- Conducted user research, including interviews, surveys, and ethnographic studies, to understand user needs and pain points.
- Developed service blueprints, user journey maps, and personas to visualize and communicate the service experience.
- Facilitated co-creation workshops with stakeholders to generate innovative service solutions and foster collaboration.
- Collaborated with cross-functional teams to design and implement service touchpoints across digital and physical channels.
- Created prototypes to test and refine service concepts before full-scale implementation.
- Utilized design thinking and human-centered design methodologies to ensure services are user-centric and meet agency objectives.

Education

2014 – 2018

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

Skills

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

DESIGN
USER EXPERIENCE DESIGN
USER INTERFACE DESIGN
VISUAL DESIGN
SERVICE BLUEPRINTS
JOURNEY MAPPING
PERSONA PROFILES
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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