DAT TRAN

(He/Him)

PRODUCT DESIGNER

CONTACT INFO

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PORTFOLIO

https://dattientran.com/

WORKING EXPERIENCE

Product Designer

illumin | Aug 2022 - Present

- Led end-to-end design of 40+ projects, delivering on time and aligned with product roadmap priorities.
- Designed and shipped Facebook & Instagram Ads Integration, enabling in-platform ad creation and contributing $2M in revenue within a year.
- Delivered First-party Data Audience Onboarding, allowing users to self-serve upload and manage 15M+ data entries per month by the end of the first year.
- Shipped third-party measurement features (Post-bid, Footfall), empowering users to assess campaign performance effectively.
- Enabled location-based targeting by launching Location Audience and Geographic Point of Interest Targeting functionalities.
- Launched a Support Center to centralize tutorials, product updates, and support case submissions, improving user self-service.
- Built and maintained a scalable design component library in Figma, with 25+ components and ~400 variants.

Product Growth Executive

MoMo (E-Wallet) | May 2021 - Dec 2021

- Planned and executed promotional campaigns for MoMo's financial mini-app (1M+ MAUs); analyzed user behavior and segmented 30M users for targeted in-app messaging (banners, pop-ups, notifications).

Assistant Marketing Manager

Urgo Medical | May 2019 - May 2021

- Led brand and digital marketing campaigns; designed print collateral and digital content, including social posts and animations.

QUALIFICATIONS

Product & User Experience (UX) Design

- Expertise in end-to-end product design, including information architecture, user flows, wireframing, interactive prototyping, and usability testing.
- Skilled in conducting competitive analysis and user research to inform data-driven design decisions that enhance user experience.

Visual & User Interface (UI) Design

- Strong visual design foundation of typography, layout, iconography, color theory, and responsive UI across desktop and mobile platforms.
- Experience creating and maintaining scalable design systems for consistent and efficient UI development.

Collaboration & Strategic Problem-Solving

- Effective collaboration with cross-functional teams (Product, Engineering, Marketing) in Agile environments.
- Strategic thinking to balance user needs, business goals, and technical constraints to shape product direction and deliver impactful solutions.

Tools & Software Proficiency

- Advanced proficiency in Figma, Adobe Creative Suite, and Jira.

EDUCATION

Diploma of Interactive Media Design

Seneca College | 2020 - 2022

Bachelor of Marketing

University of Economics Ho Chi Minh City | 2016 - 2019