

DAT TRAN

INTERACTIVE MEDIA
DESIGNER

CONTACT INFO

Islington Ave, Etobicoke, ON
647-513-3653
dattientran6868@gmail.com
[linkedin.com/in/dattran6868](https://www.linkedin.com/in/dattran6868)

PORTFOLIO

dattientran.com



Scan to explore

“

I believe everything in this world is designed. Thus, a designer plays a significant role in building a beautiful world. To do that, the responsibility of a designer is to create great products that are not only aesthetic but also able to improve many aspects of people's lives. Each creation should be an integration of profound knowledge of art and a deep understanding of users. It requires an iterative exploration of human behavior and psychology and applying insightful findings to designs. Therefore, a designer should have a strong passion to be motivated in the long journey of beautifying the world.

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QUALIFICATIONS SUMMARY

- Proficiency in Adobe Creative Suite - Illustrator, Photoshop, InDesign, XD, After Effects, and Premiere
- Expertise in visual communication
- Deep knowledge of UX/UI design process
- Ability in front-end development - HTML, CSS, SCSS/SASS, JS, React

RELEVANT SKILLS



ADOBE CREATIVE SUITE

- Combined flexibly suitable software to design and achieve goals with best design practices
- Experienced in using Adobe Creative Suite to create brand books, websites, mobile apps, prints, advertisements, animations, videos, etc



VISUAL COMMUNICATION

- Excelled in using layouts, colors, typographies, symbols, images - in strategic and sophisticated ways - to communicate ideas and information in electronic products (images, animations) and printed products (magazines, brochures)



UX/UI DESIGN

- Created user-centered designs by understanding business objectives and user insights
- Conducted competitive analysis, usability testing, accessibility testing
- Built user flows, personas, information architectures, wireframes, prototypes, and mockups



FRONT-END DEVELOPMENT

- Brought the designs to life with different coding methods such as hand coding, Bootstrap, CSS precompiler, React
- Strongly understood HTML, CSS, SCSS/SASS, React to design responsive web pages to meet the different screen size requirements

HOBBIES

READING

- Design, business, economics books

SPORT

- Running and swimming
- Won a gold medal in a swimming university competition

TRAVEL

- Exploring new places and new outdoor activities

WORK EXPERIENCE

GROWTH EXECUTIVE

MoMo (E-Wallet)

May 2021 - Nov 2021

- Worked closely with the product team to design new features, UI, promotional campaigns for a financial mini-app of MoMo, which had more than 1 million monthly active users
- Briefed the design team on the layouts, contents of banners, pop-ups, social media posts, etc
- Analyzed user behaviors, segmented about 30 million users of MoMo into small groups, and ran in-app displays (banner, pop-up, notification, etc) to those target users
- Partnered with Heineken, Unilever, Daikin, etc to run a gamification campaign. This campaign attracted 8 million users to play

ASSISTANT MARKETING MANAGER

Urgo Vietnam

May 2019 - May 2021

- Planned and executed brand marketing and digital marketing campaigns which had positive impacts on sales
- Established and ran the very first digital marketing strategy on Social Media for Urgo Medical: Always-on strategy and Digital marketing campaigns
- Conducted market research about the online behaviors of customers.
- Designed marketing materials (brochures, leaflets, standees) and digital graphics

SOFT SKILLS



Teamwork



Data Analysis



Problem Solving



Marketing



Critical Thinking



Active Listening

EDUCATION

DIPLOMA OF INTERACTIVE MEDIA DESIGN

Seneca College

2020 - 2022

- 2 times in President's Honour List

BACHELOR OF MARKETING

University of Economics Ho Chi Minh City

2016-2019

- Got 5 scholarships from the university for excellent academic achievements