DAT TRAN

PRODUCT DESIGNER

CONTACT INFO

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PORTFOLIO

https://dattientran.com/

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ABOUT ME

Passionate and results-oriented Product Designer with expertise in experience, interaction, and visual design, along with strong research skills. Skilled at crafting intuitive, engaging interfaces that meet intricate user needs and propel business growth.

WORK EXPERIENCE

Associate Product Designer

illumin | Aug 2022 - Present

- Delivered impactful product design projects: Facebook & Instagram integration; First-party data audience onboarding; Geographic point of interest targeting; Location audience creation, etc.
- Established a comprehensive component library in Figma encompassing various types of UI components, including General Style, Data Input, Data Display, and Feedback elements...
- Led the design process from concept to implementation, including research, competitive analysis, building user flows, and creating wireframes.
- Collaborated closely with the Engineering team to generate innovative solutions that harmonize user experience with technical feasibility, ensuring optimal product outcomes.
- Partnered with Product Managers and UX Researchers to conduct rapid testing sessions, swiftly gathering valuable user feedback and insights to drive iterative design improvements.

QUALIFICATIONS

UX UI Design

- Proficiency in conducting competitive analysis, user research, and usability testing.
- Adeptness in building user flows, establishing information architecture, designing wireframes, and developing interactive prototypes.

Software & Tools

- Mastery of Figma for building UI component libraries based on the Atomic design methodology.
- Proficiency in Adobe Illustrator, Photoshop, and After Effects for creating digital product.

Other Relevant Skills

- Strong skill set in visual design, layout, and typography.
- Ability in HTML, CSS, SCSS/SASS, Javascript, APIs, and React.
- Soft skills: Collaboration; Problem solving; Active learning.

EDUCATION

Diploma of Interactive Media Design

Seneca College | 2020 - 2022

- Graduated with Honours