

# DAT TRAN

PRODUCT DESIGNER

## CONTACT INFO

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## PORTFOLIO

dattientran.com



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## ABOUT ME

Results-driven Product Designer with experience and a deep passion for designing user-centered digital products. Proven expertise in interaction design, visual design, and design research. Adept at distilling intricate user needs into intuitive and visually appealing interfaces that foster user engagement and drive business growth.

## WORK EXPERIENCE

### ASSOCIATE PRODUCT DESIGNER

illumin | Aug 2022 - Present

- Executed product design projects that integrated the first social media channel into illumin, thereby empowering users to directly create, run, and manage Facebook and Instagram ads within the platform.
- Delivered other impactful product design projects: enabling users to plan multi-channel marketing journeys; allowing users to manage and use first-party audiences...
- Established a comprehensive component library in Figma encompassing various types of UI components, including General Style, Data Input, Data Display, and Feedback elements...
- Collaborated closely with the Engineering team to generate innovative solutions that harmonize user experience with technical feasibility, ensuring optimal product outcomes.
- Partnered with UX Researcher to conduct rapid testing sessions, swiftly gathering valuable user feedback and insights to drive iterative design improvements.

### GROWTH EXECUTIVE

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

- Planned and executed promotional campaigns for MoMo's financial mini-app, which had over 1 million MAU.
- Collaborated with the product team to brainstorm, test new features, and provide UX/UI feedback, ensuring the achievement of product roadmap milestones.
- Analyzed user behaviors, conducted research, and segmented 30 million users into target groups for in-app displays such as banners, pop-ups, and notifications

### ASSISTANT MARKETING MANAGER

Urgo Vietnam | May 2019 - May 2021

- Planned and executed brand marketing and digital marketing campaigns that had a positive impact on sales.
- Established and executed the first digital marketing strategy on Social Media for Urgo Medical.
- Designed print materials (brochures, leaflets, standees) and digital marketing content (social media posts, animations).

## HOBBIES

### READING

Design, business, economics books

### SPORT

Running: Finished a Half-marathon in the TSC Marathon 2022

Swimming: Won a gold medal in a swimming university competition

### TRAVEL

Exploring new places and new outdoor activities

## QUALIFICATIONS



### UX/UI DESIGN

- Experience in crafting user-centered designs that yield positive impacts on business outcomes.
- Proficiency in conducting competitive analysis, user research, and usability testing.
- Adeptness in building flowcharts, establishing information architecture, designing wireframes, and developing interactive prototypes.



### SOFTWARE AND 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 content.



### OTHER RELEVANT SKILLS

- Strong skillset in visual design, layout, and typography.
- Ability in HTML, CSS, SCSS/SASS, Javascript, REST APIs, and React.

## SOFT SKILLS



### TEAMWORK



### LIFELONG LEARNING



### ANALYSIS



### PROBLEM SOLVING

## EDUCATION

### DIPLOMA OF INTERACTIVE MEDIA DESIGN

Seneca College | 2020 - 2022

- Graduated with Honours

### BACHELOR OF MARKETING

University of Economics Ho Chi Minh City | 2016-2019

- Got 5 scholarships from the university for excellent academic achievements