

# DAT TRAN

(He/Him)

## PRODUCT DESIGNER

### CONTACT INFO

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### PORTFOLIO

<https://dattientran.com/>



## WORKING EXPERIENCE

### Product Designer

*illumini | Aug 2022 - Present*

- Designed and delivered 40+ end-to-end product features in a B2B SAAS company, ensuring alignment with roadmap and user needs.
- Launched 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 with Geographic POI and Location Audience tools, boosting targeting precision and campaign efficiency.
- 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.

### Growth Executive

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

### Marketing Assistant

*Urgo Medical | May 2019 - May 2021*

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

## SKILLS

### Product vision & Strategic thinking

- Partnered with Product Managers and leadership to shape scalable product strategies aligned with user needs and business goals.
- Balanced user needs, technical constraints, and business impact to guide product direction and deliver impactful outcomes.

### User-Centered Design

- Expert in competitive analysis, journey mapping, user flows, wireframing, prototyping, usability testing, and user acceptance testing.
- Applied divergent and convergent thinking to explore and refine design solutions validated by user insights.

### Interaction & Visual Design

- Strong foundation in visual and responsive design across web and mobile.
- Experienced in building and scaling cross-platform design systems for consistency, efficiency, and effective data visualization.

### Collaboration

- Collaborated closely with cross-functional teams (Product, Engineering, Marketing, etc) in Agile environments.
- Facilitated design critiques and stakeholder reviews to drive team alignment.

### Tools & Software Proficiency

- Advanced in Figma, Adobe Creative Suite (Photoshop, Illustrator), and Jira.

## EDUCATION

### Diploma of Interactive Media Design

*Seneca College | 2020 - 2022*

### Bachelor of Marketing

*University of Economics Ho Chi Minh City | 2016 - 2019*

