# DAT TRAN

**PRODUCT DESIGNER**

## CONTACT INFO

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## PORTFOLIO

**dattientran.com**



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## SUMMARY

I'm a results-oriented Product Designer with about 2 years of experience, shipping over 10 product feature projects. Specializing in experience, interaction, and visual design, I craft engaging interfaces to meet diverse user needs and fuel business growth.

## WORK EXPERIENCE

### Associate Product Designer

Illumin | Aug 2022 - Present

- Empowered users to create, run, and manage Facebook & Instagram ads within the platform by leading the design process from concept to implementation of the Facebook & Instagram Integration project. This feature unlocked over 1 million dollars in potential revenue in the first year.
- Delivered the First-party Data Audience Onboarding project, saving users and the CSM team about 2 hours per week by enabling users to self-serve upload and utilize First-party data.
- Facilitated users in targeting audiences based on location through shipping Location Audience and Geographic Point of Interest Targeting projects.
- Developed a robust design component library in Figma comprising over 25 components and encompassing about 400 variants.
- Conducted many design audits for over 30 pages of the platform to identify UX UI inconsistencies and standardize them to enhance user experience.
- Led the product design cycle 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 harmonized 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 building user flows, conducting competitive analysis, user research, establishing information architecture, designing wireframes, and developing interactive prototypes.
- Visual design experience with proficiency in typography, desktop/mobile UI, color, layout, iconography

### Software & Tools

- Mastery of Design tools: Figma, Illustrator, Photoshop, After Effects, XD.
- Experience with Agile project management software: Jira, Linear, Productboard, Confluence.

### Other Relevant Skills

- Strong written and verbal communication, presentation, organization skills.
- Ability in HTML, CSS, SCSS/SASS, Javascript, APIs, and React.

## EDUCATION

### Diploma of Interactive Media Design

- Seneca College | 2020 - 2022

### Bachelor of Marketing

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