

# DAT TRAN

PRODUCT DESIGNER

## CONTACT INFO

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## PORTFOLIO

[dattientran.com](https://dattientran.com)



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## 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, enabling users to self-serve upload and utilize First-party data. Over 1.2 million data entries were uploaded within just 2 months of its launch.
- 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.
- Collaborated closely with the Engineering team and Product Managers to generate innovative solutions that harmonized user experience with technical feasibility, ensuring optimal product outcomes.

### 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 monthly active users.
- Analyzed user behaviors and segmented 30 million users into target groups for in-app displays such as banners, pop-ups, and notifications.

### Assistant Marketing Manager

Urgo Medical | May 2019 - May 2021

- Planned and executed brand marketing and digital marketing campaigns.
- Designed print materials (brochures, leaflets, standees) and digital marketing content (social media posts, animations).

## 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