

# DAT TRAN

## PRODUCT DESIGNER

## CONTACT INFO

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## PORTFOLIO

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



Scan to explore

“

*I believe everything in this world is designed. Thus, a designer plays a significant role in building a beautiful world. To do that, the responsibility of a designer is to create great products that are not only aesthetic but also able to improve many aspects of people's lives. Each creation should be an integration of profound knowledge of art and a deep understanding of users. It requires an iterative exploration of human behavior and psychology and applying insightful findings to designs. Therefore, a designer should have a strong passion to be motivated in the long journey of beautifying the world.*

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## QUALIFICATIONS SUMMARY

- Expertise in UX/UI design
- Mastery in graphic & motion design
- Proficiency in Adobe Creative Suite - Illustrator, Photoshop, InDesign, XD, After Effects, and Premiere
- Ability in front-end development - HTML, CSS, SCSS/SASS, JS, React

## RELEVANT SKILLS



### UX/UI DESIGN

- Created user-centered products that have positive impacts on businesses by analyzing business objectives and user insights.
- Conducted competitive analysis, usability testing, accessibility testing
- Built user flows, personas, information architectures,
- Designed wireframes, interactive prototypes with Figma and XD



### GRAPHIC & MOTION DESIGN

- Excelled in using layouts, colors, typographies, symbols, images - in strategic and sophisticated ways - to communicate ideas and information
- Professionally designed electronic products (graphics, animations, videos, 3D) and printed products (magazines, banners, brochures)



### ADOBE CREATIVE SUITE

- Combined flexibly suitable software (Illustrator, Photoshop, After Effects, Premiere Pro, etc) to design and achieve goals with best design practices
- Used Adobe CC proficiently to design websites and apps UI, graphics, prints, advertisements, animations, videos, etc



### FRONT-END DEVELOPMENT

- Brought the designs to life with different coding methods
- Strongly understood HTML, CSS, SCSS/SASS, Javascript, REST APIs, React. (My portfolio website is coded with React)
- Designed responsive web pages to meet the different screen size requirements

## HOBBIES

### READING

- Design, business, economics books

### SPORT

- Running and swimming
- Won a gold medal in a swimming university competition

### TRAVEL

- Exploring new places and new outdoor activities

## WORK EXPERIENCE

### GROWTH EXECUTIVE

#### MoMo (E-Wallet)

Mar 2021 - Nov 2021

- Collaborated with the product team to brainstorm new features, tested and feedbacked UX/UI, and ensured milestones on the product roadmap achieved
- Planned and ran promotional campaigns for a financial mini-app of MoMo, which had more than 1 million monthly active users
- Worked closely with the content team to create content, articles, banners, pop-ups, social media posts for the app
- Analyzed user behaviors, conducted user research, segmented about 30 million users of MoMo into small groups, and ran in-app displays (banner, pop-up, notification, etc) to those target users
- Partnered with Heineken, Unilever, Daikin, etc to run a gamification campaign. This campaign attracted 8 million users to play

### ASSISTANT MARKETING MANAGER

#### Urgo Vietnam

May 2019 - Mar 2021

- Planned and executed brand marketing and digital marketing campaigns that had positive impacts on sales
- Established and ran the very first digital marketing strategy on Social Media for Urgo Medical: Always-on strategy and Digital marketing campaigns
- Conducted market research about the online behaviors of customers.
- Designed marketing materials (brochures, leaflets, standees) and digital products (social media posts, animations)

## SOFT SKILLS



Teamwork



Data Analytics



Problem Solving



Marketing



Critical Thinking



Active Learning

## 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