DAT TRAN

PRODUCT DESIGNER

CONTACT INFO

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PORTFOLIO

dattientran.com

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> *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.*

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

WORK EXPERIENCE

GROWTH EXECUTIVE
MoMo (E-Wallet)
Jan 2021 - Nov 2021
- Worked closely with the product team to brainstorm new features, tested and feedbacked UX/UI, ran promotional campaigns for a financial mini-app of MoMo, which had more than 1 million monthly active users
- Briefed the design team on the layouts, contents of banners, pop-ups, social media posts, etc
- Analyzed user behaviors, 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 - Jan 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 graphics

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

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