

# Darlena Tran

## PRODUCT DESIGNER

As a designer, I'm humbled by every opportunity I get to craft experiences for people. I'm a designer because I believe that everyone deserves to feel satisfied with their use of time. Whether that's achieved through a delightful experience or an efficient one, I enjoy building products from the ground-up with great empathy for the user. I want people to enjoy the products that they spend time using and it excites me to know that I get to be a part of that mission every day.

As a team member, I'm always looking for ways to make meaningful contributions to my team. I think we have a greater chance of realizing our maximum potential when we consider not only our own growth, but those around us as well.

When I'm not designing, I'm known to be an avid video gamer, music junkie, part-time hiker, and boba drinker.

**I'm currently located in**  
San Francisco, CA

**Send me a message**  
hello@darlenatran.com

**View my work**  
darlenatran.com

## EDUCATION

**Bachelors in Cognitive Science**  
Rice University

Class of 2014  
Houston, TX

I earned my degree with a focus in Human-Computer Interaction. I was trained in UX methods such as survey design, task analysis, flow analysis, heuristic evaluations, usability testing, and more.

## SKILLS

Sketch	Invision	Sketching	Personas
Photoshop	CSS3	Wireframing	Survey design
Illustrator	HTML5	Prototyping	User interviews
Figma	Agile process	Hi-fi designs	Usability testing

## EXPERIENCE

**Lead Product Designer** at AllStripes

Mar 2020 to August 2020

At AllStripes (formerly RDMD), I redesigned the internal task management platform, saving users time and increasing efficiency. I was responsible for user research, UI/UX design and I was also a stakeholder for the rebranding.

**Lead Designer** at Rare Bits

May 2018 to Mar 2020

I was the lead designer at Rare Bits where I designed and launched our iOS and Android mobile app in partnership with Crunchyroll. My responsibility was primarily on product and UX design, but I also oversaw brand, marketing, and all other design-related efforts. I also hired and managed several designers over the course of my time there.

**Senior Product Designer** at Disqus

Nov 2016 to May 2018

At Disqus, I was one of two designers for over 2 billion users on our commenting platform. I was responsible for user research, UX, and UI design. I spearheaded user research and was responsible for user recruitment, research planning, conducting interviews, and presenting findings. I introduced the concept of design sprints to the team to encourage cross-functional collaboration. I also co-created our design internship program from scratch and hired our first design intern.

**UI Designer** at PROS

Jan 2015 to Oct 2016

I designed for a wide range of SaaS products including several desktop web apps and a mobile analytics app. During my time at PROS, I was the lead designer on several projects with Fortune 500 companies that brought in over 10 million dollars in annual revenue. My responsibilities included turning wireframes into high-fidelity designs, creating our design system from the ground up, UI animations, and more.