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 Battle Royaler.

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　　　　Class of 2015
Rice University　　　　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 Designer at Rare Bits　　　　May 2018 to March 2020

I was the lead designer at Rare Bits with a focus on product and UX design, but I also oversaw brand, marketing, and all other design-related efforts. During my time I designed our mobile app from end to end as well as hired and managed several design contractors.

Senior Product Designer at Disqus　　　　April 2018 to May 2018

In my senior role at Disqus, I continued to contribute as an IC, but also explored more opportunities to offer mentorship to junior designers. I defined and co-managed the new design internship program that included an objective design hiring rubric, phone screens, on-site interviews, budgeting, and hiring decisions.

Product Designer at Disqus　　　　November 2016 to April 2018

With over 2 billion monthly unique users, Disqus had the privilege of running experiments early and often with proper data segmentation. I applied this wealth of knowledge to a broad range of product areas including strategy, user research, interaction design, and visual design. I worked especially close with product managers and data analysts to have clearly defined and metric-based goals for each project.

UI Designer at PROS　　　　January 2015 to October 2016

I contributed to a wide range of products including SaaS applications, complex software built for superusers, and a mobile analytics app. I was able to adapt to the broad needs of my team with my flexible set of user research, UI, and UX design skills. During my time there, I was the lead designer on several projects with Fortune 500 companies that brought in several million dollars in annual revenue.