

Darlena Tran

UX DESIGNER

As a designer, I am humbled by every opportunity that I get to create valuable experiences for my users. My drive to design stems from my belief that people should always feel that they are making a good use of their time. I believe it is my job to eliminate needless tasks that don't require user expertise and to create truly engaging experiences that keep people motivated and satisfied with their usage of time.

As a team member, I am 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 am known to be an avid video gamer, music junkie, part-time hiker, and aspiring Pokemon master.

I'm currently located in

San Francisco, CA

Send me a message

hello@darlenatran.com

Give me a call

682-365-0464

View my work

darlenatran.com

EDUCATION

Bachelors in Cognitive Science

Rice University

Class of 2015

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	CSS3	Sketching	Personas
Photoshop	HTML5	Wireframing	Survey design
Axure	JIRA	Prototyping	User interviews
Balsamiq	Agile process	Hi-fi designs	Usability testing

EXPERIENCE

UI Designer at PROS

January 2015 to Present

My flexible set of design skills allows me to adapt to the needs of my team, which are not limited purely to visual design. I discuss strategy and business requirements with product managers, iterate on UX deliverables such as wireframes and prototypes, and collaborate with user researchers to write scripts and moderate sessions. After the concepts are validated with user testing, I create high-fidelity designs that I review with developers to ensure quality throughout development.

UX Intern at OpenStax

October 2014 to December 2014

At OpenStax, I helped establish accurate user personas for a non-profit educational platform. I worked with a UX researcher and designer to organize a group interview session with potential users. We applied UX research methods to identify pain points and learn about the users' needs.

Student Researcher at Rice University

January 2014 to December 2014

I worked in the Human Factors lab on a research study that sought to explore the relationship between accessibility and usability. I recruited participants and created a survey to calculate a SUS (System Usability Score) on various mainstream products. Using a Likert scale, we had participants with disabilities rate products to see if they provided lower usability ratings than participants without disabilities.

Design Intern at Kindle Interactive

February 2013 to October 2013

With the guidance and feedback from the creative director, I worked with several clients to understand their business needs and provide high-fidelity designs of branding, print, and UI/UX projects.