



Elaine Tran

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## SKILLS

### DESIGN

Sketch  
Invision  
Zeplin  
Illustrator  
Photoshop  
After Effects  
Balsamiq  
Pen + Paper

### CODE

HTML  
CSS/SASS  
JavaScript  
JQuery  
PHP  
MySQL

## EDUCATION

### Interactive Media Management (Product Design & Web Dev)

Graduate Certificate

Sheridan College— 2016-2017

### Honours Psychology (Research Intensive Specialization)

Bachelor's of Arts, Dean's Honours List

University of Waterloo— 2011-2015

## LEADERSHIP

### UX Design Mentor

Hexagon UX Toronto Chapter

Toronto, ON— 2019 - Present

### HTML/CSS Mentor

Ladies Learning Code

Toronto, ON— 2019

### UX Speaker

DesignX Community Toronto

Toronto, ON— 2018

## EXPERIENCE

### Product Designer

Venngage — Toronto, ON

May 2017 - Present

- Venngage is an online graphic design platform that helps users create beautiful infographics, reports, data visualizations etc.
- Worked in cross-functional teams to oversee the user experience of a product from conception until launch.
- Facilitated squad stand ups, demos, retrospectives, planning and all-hands meetings.
- Collaborated with team leads to determine business strategy and build long-term product roadmaps.
- Improved retention and engagement for business users by up to 23% by targetting usability issues and reducing friction.
- Led an on-going team of designers and engineers to build a Design System - established design principles, processes, style guide, accessibility rules and UI component library.

### UX/UI Designer

Freelance — Toronto, ON

November 2015 - February 2017

- Delivered design solutions, branding and logo designs for various websites and mobile applications.
- Conducted user interviews, competitive analysis, journey mapping, wireframing, and user testing.

## RESEARCH

### Social Cognition Lab

Research Assistant, University of Waterloo

Waterloo, ON— May - August 2015

### Industrial Organizational Psychology Lab

Research Assistant, University of Waterloo

Waterloo, ON— September 2013 - August 2015