

# Elaine Tran

Product + UX Designer based in Toronto.

I design intuitive experiences for people.

elainecookiee.github.io

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647-400-8813

## SKILLS

### DESIGN

Sketch  
Invision  
Illustrator  
Photoshop  
Balsamiq  
Final Cut Pro  
Zeplin  
Pen + Paper

### CODE

HTML  
CSS/SASS  
JavaScript  
JQuery  
PHP  
MySQL

## EDUCATION

### Product Design & Web Dev Graduate Certificate

Sheridan College  
2016 - 2017

### Honours Psychology

Bachelor's of Arts, Dean's Honours  
University of Waterloo  
2011 - 2015

## LEADERSHIP

### UX Design Mentor

Hexagon UX Toronto Chapter  
2019

### HTML/CSS Mentor

Ladies Learning Code  
2019

### UX Speaker

DesignX Community Toronto  
2018

## EXPERIENCE

### Product Designer

Venngage — Toronto, ON

May 2017 - Present

- Improved **retention and engagement for business users by up to 23%** by targeting usability issues and reducing friction.
- Works in cross-functional teams to oversee the user experience of a product from conception until launch.
- Collaborates with team leads to determine business strategy and build long-term product roadmaps.
- Coordinates squad stand ups, demos, retrospectives, planning and all-hands meetings.
- Leads 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.

### UI / UX 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  
2015

### Industrial Org Psychology Lab

Research Assistant, University of Waterloo  
2015