Kevin Tran
UX Designer

kevintxtran.me
kevintxtran@gmail.com
(858)-408-5117

EXPERIENCE

iHerb Inc — UX Designer
Nov 2020 - Present | Remote

Designing to streamline the e-commerce experience. Currently working in the My Accounts & Privacy section to help provide a seamless customer journey.

National Football League — Product Design Intern
Jun 2019 - Aug 2019 | Los Angeles, CA

Created user flows/use cases to decrease bounce rate by 20% with the Insights feature, a feature intended to build narrative for a football game. Executed competitive analysis to craft a design system guide, cutting onboarding time to <4 minutes to NFL visual guidelines.

UC San Diego Library — UX Design Assistant
Sep 2018 - Jun 2019 | La Jolla, CA

Analyzed product requirements/usability feedback to redesign online help channels and increase engagement by 15%. Leveraged site analytics to uncover pain points and craft a real-time experience of available library seating.

ResMed — UX Research/Design Intern
Jun 2018 - Sep 2018 | San Diego, CA

Spearheaded user research studies for an app designed to assist with beginning respiratory therapy, cutting sleeping mask setup time by 55%. Produced storyboards, wireframes, and prototypes to overhaul an internal app designed to foster connections within ResMed.

LEADERSHIP

UC San Diego — Instructional Assistant
Sep 2018 - Dec 2018 | La Jolla, CA

Constructed curriculum and facilitated critique for the upper division course: Usability & Information Architecture (COGS 107A). Provided additional guidance on user-centered design best practices.

EDUCATION

University of California San Diego
B.S. Human-Computer Interaction
Class of 2019

TOOLS & SKILLS

Sketch, Invision, Abstract, Figma, Adobe Creative Suite, Principle, Axure, Balsamiq, OmniGraffle, JIRA, HTML/CSS, Javascript, Prototyping, Wireframing, Journey Maps, User Flows, Design Systems, Personas, Storyboards, Usability Testing, Visual Design, Information Architecture, Agile