

# Kevin Tran

kevintxtran@gmail.com | (858) 408-5117 | 7521 Northrup Dr, San Diego CA 92126  
kevintxtran.me

## EXPERIENCE

---

**Product Design Intern**  
National Football League

June 2019 - August 2019  
Culver City, CA

- Analyzed user behavior to decrease bounce rate by 20% with the Insights feature, a feature intended to build narrative for a football game.
- Created a design system guide to cut onboarding time to <4 minutes to NFL visual guidelines.
- Spearheaded user studies of NFL's homepage, synthesizing qualitative/quantitative data to inform design decisions.
- Executed ethnographic research studies to needfind and inform the design of new NFL training camp experiences.

**UX Research Assistant**  
UC San Diego Library

September 2018 - June 2019  
La Jolla, CA

- Handled end-to-end research process to create a real-time library seating visualization, reducing student time spent searching for seats.
- Performed heuristic evaluations on online library help channels and recommended design direction based on data.
- Evolved and standardized the research toolkit, simplifying the process for future employees.
- Drafted/released surveys to assess levels of student engagement with the library's website.

**UX Research/Design Intern**  
ResMed

June 2018 - September 2018  
San Diego, CA

- Identified user research approach, priorities, and deliverables for a feature designed to assist with respiratory therapy and cut setup time by 30%. Communicated research insights to stakeholders and received positive feedback.
- Overhauled an internal app designed to facilitate work flow and improve employee productivity. Project was placed on the product roadmap for Q1 2021.
- Developed instructions for use/usability task lists in preparation for testing across medical devices.
- Maintained design documentation throughout the research and development process of sleeping mask connection app.

## LEADERSHIP/VOLUNTEER

---

**UX Researcher & Content Strategist**  
Bay Area Older Adults

January 2020 - Present  
Remote

- Currently overseeing the restructuring of a website intended to facilitate community activity for ages 50+.
- Identified user study goals to drive research and comply with 508 accessibility standards.
- Defined testing methods taking into consideration all aspects of the user and simplifying future testing sessions.

**Instructional Assistant**  
UC San Diego Cognitive Science Department

September 2018 - December 2019  
La Jolla, CA

- Constructed course curriculum for the upper division course: Usability and Information Architecture.
- Provided guidance pertaining to user research and the design process for 70+ students.
- Led critique sessions, giving feedback to ensure students performed user research to inform their design decisions.

## EDUCATION

---

University of California San Diego  
B.S. Human Computer Interaction, 3.66

La Jolla, CA  
September 2019

## SKILLS/SOFTWARE

---

User Research  
Heuristic Evaluation  
Usability Testing

User-Centered Design  
Data Analytics  
Design Systems

Task Analysis  
Root Cause Analysis  
Microsoft Office

HTML/CSS  
JavaScript  
Bootstrap