

# LENA TRAN

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## EDUCATION

### University of Washington

*Sept 2016 - Present*

Bachelor's of Science  
Human Centered Design & Engineering

Dean's List  
2017-Present

## PROJECT EXPERIENCE

### Seattle Pinball Museum

*UX Designer & Researcher // Jan 2019 - Mar 2019*  
*HCDE 308 - Introduction to Visual Communications*

Conducted user research to refine the brand identity of the Seattle Pinball Museum by designing a new logo, icons, mobile interfaces and a brand book that set guidelines for maintaining brand identity.

### ActiveSight

*User Researcher // Sep 2018 - Dec 2018*  
*HCDE 318 - Introduction to User Centered Design*

Designed an AR reporting system for a class project through the user-centered design process. Identified user needs through interviews, competitive analysis and personas, along with testing usability via paper prototypes and wireframes.

## WORK EXPERIENCE

### Logistics

*Nordstrom // Jun 2018 - Jan 2019*

Fulfilled, inspected, and shipped out web orders to customers. Also resolved customer situations and conflicts in a timely and effective manner

### Personal Stylist Assistant

*Nordstrom // Nov 2017 - Jan 2018*

Seeked new fashion trends and products along with retrieving products, organizing styling rooms, coordinating with personal stylists, and ringing up transactions

### Crew Member

*Baskin Robbins // Jun 2016 - Nov 2017*

Decorated and displayed ice cream cakes and pies along with greeting, serving, and ringing up customers

## SKILLS

Illustrator

Photoshop

Marvel

Figma

Solidworks

Wireframing

Storytelling

Usability Testing

Interviewing

Iterative Design