

Naomi Tran

Cognitive Systems (Computational Intelligence & Design), 4th year

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Work Experience

Web Developer

UBC Geering Up | September 2022 - Present

- Led design strategy, roadmap planning, and recommended strategic initiatives through sitemaps, user journey stories, and wireframes to improve UX/UI layout

UX / UI Design & Research Intern

NCIS (Nautical Crime Investigation Services) | May 2022 - Present

- Designed the website end-to-end, prioritizing branding and user experience
- Led a Maritime Domain Awareness study and conducted interdisciplinary research, researched competitors' UX, observed users' behaviours, gathered UX feedback from users, performed analysis on collected data, summarized data findings, set key success metrics, and proposed design solutions to NCIS's products in a report and presentation format

Web Designer

Freelance | May 2022 - Present

- Improved UI and SEO rankings for multiple clients' websites by redesigning webpage layout and website content based on their branding and requirements
- Iterated on design and content based on client feedback
- Created initial designs for clients' logos using Affinity Designer

Software Developer Intern

Snack | May 2021 - August 2022

- Developed, maintained, and launched Snack's various websites
- Created online interfaces for viewing profiles and interests to increase user traction and accessibility across platforms
- Tested websites in various browsers and devices to ensure cross platform compatibility and responsiveness
- Upgraded the internal moderation system by redesigning the UI and adding additional filtering options for videos being uploaded on the app
- Improved UX and in-app experience by implementing the functionality and UI for uploading profile picture, sharing profile, and showing matched users' videos
- Increased flexibility in iOS code by creating custom features wherever possible
- Collaborated with researchers and designers to update app screens and components for better user experience
- Boosted user engagement by developing new features and updating the database to include new CRUD endpoints
- Tested and documented code using DBeaver, Postman, and Swagger
- Hired as the first Software Developer Intern

Student Recreation Centre Floor Operations

Athletics & Recreation UBC | June 2020 - May 2021

- Delivered excellent customer service by being approachable and attentive at the front desk, responding to phone calls, and aiding patrons with their inquiries
- Reinforced COVID policies/protocols to maintain a safe environment

Resident Advisor

Student Housing & Community Services | August 2019 - May 2020

- Fostered a safe and healthy first-year residential community by checking in with 36 residents, while also contributing to the well-being of the greater first-year community through resolving issues, responding to questions and concerns relating to university life, and informing residents of upcoming events and helpful resources
- Led programs to facilitate building the first-year community from casual floor bonding to organized events requiring marketing, equipment, budgeting, and other resources
- Ideated and coordinated with other RAs to plan larger programs based on residents' feedback and interests

Hobbies & Interests

Blogging, working out, traveling, crocheting, eating

Education

University of British Columbia

BSc. in Cognitive Systems (Computational Intelligence & Design)

Completion: May 2023 (GPA: 4.0/4.33)

Courses

Design: Intro to HCI, Advanced Methods for HCI

Programming: Intro to Relational Databases, Functional & Logical Programming, Intermediate Algorithm Design & Analysis, Intro to AI, Software Construction, Basic Algorithms & Data Structures

Business: Business Immersion, Business Communications, Foundations in Accounting, Organizational Behaviour, Marketing, Intro to Finance

Skills

Languages

JavaScript, TypeScript, HTML, CSS, SwiftUI, SQL, Go, Java

Tools, Platforms, Frameworks

React, Hugo, Jira, Swagger, Postman, PostgreSQL, DBeaver, Git, WordPress

Design

Figma, Miro, InVision, Affinity Designer

Certificates

Financial Literacy WIL, Service Design WIL

Projects

Expedia Interface Redesign

Redesigned the Expedia interface using Figma after conducting observations and interviews to gauge usability and user experience. Collaborated with UX team to create user stories and task examples to develop requirements; storyboards and user flows for conceptual models to develop lo-fi and med-fi prototypes; and conducted usability tests to evaluate these prototypes.

Date-a-bae-se

Web app built with React, JavaScript, SQL, and HTML/CSS to simulate the database and functionalities of a dating app.

Kitchen Tracker

Interface built with Java that allows you to add, categorize, and delete ingredients with expiry dates, notifying you when they're about to expire.