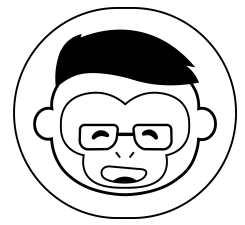


Elson S. Tran

(206) 992-3144 | tranhuaes@gmail.com | elsontran.com | linkedin.com/in/elsontran



Summary

As a User Experience Designer, I strive to produce quality research, meaningful interactive experiences and aesthetically pleasing visuals.

Experience

User Researcher - Davis Door Services, *Seattle, WA*

September 2018 - September 2018

- Conducted 6 stakeholder interviews and 4 user interviews to identify pain points with the current service request and business development process
- Provided team with insight that helped improve client's current website into a better tool
- Directed 10 usability tests while iterating yielding further improvements on design concepts
- Deliverables included presentation of final concept design, design process, clickable prototype and future steps with stakeholders

Business Development II - eFinancial, *Bellevue, WA*

November 2017 - July 2018

- Developed new CRM process that increased sales close rate by 10% with B2B clients
- Screened 150+ clients daily, identified pain points and provided products that satisfied needs
- Completed 5+ full sales cycle process daily to ensure quality service for new clients

Client Experience - OfferUp, *Bellevue, WA*

December 2016 - July 2017

- Spearheaded 3 Hackathons for the Client Experience and Trust and Safety Department as User Researcher and Project Manager resulting in 5 internal tool redesign that improved team efficiency which lead to reduced company overhead cost
- Utilized Zendesk CRM to troubleshoot user concerns & issues solving an average 600 tickets per week and solving 1300 tickets in one week during a ticket bash
- Reported technical issues using JIRA and coordinate with the engineering team and PMs

Agency Owner & Sr. Account Manager - Allstate Insurance, *Seattle, WA*

August 2009 - October 2016

- Achieved \$178,000 in new sales & 353 items (car, home, renters, life) in one year by proactively cold calling, asking for referrals & community outreach programs

Education

General Assembly, Seattle, WA — *User Experience Design*

July 2018 - October 2018

- 10 weeks of a full immersive course, completed 4 projects as primary user researcher and hackathon that required collaborating with fellow designers, stakeholders, clients and real users to solve design problems to create real products.

Highline Community College, Des Moines, WA — *Associate of Arts*

September 2008 - June 2010

- Multicultural Student Association

Design Concepts

Affinity Mapping
Content Strategist
Data Synthesis
Design Studio
Iconography
Ideation
Information Architect
Interaction Design
Persona
Rapid Prototyping
Usability Testing
User Research
UX/UI
Visual Design
Web/Mobile Design

Design Tools

Adobe Dreamweaver
Adobe Illustrator
Adobe Photoshop
Bootstrap
Confluence
CSS
Draw.io
HTML5
iMovie
InDesign
Jira
Keynote
MS Office Suite
Omnigraffle
Paper and Pencil
Sketch

Volunteer

Tet In Seattle

Business Director
2010 - 2018

Celebrate Little Saigon

Planning Committee
2011 - 2018