



## CONTACT

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## SKILLS

- User Research
- Usability Testing
- Information Architecture
- Survey and Interviews
- Persona Development
- Wireframing
- Prototyping
- Competitor Analysis
- Product Management

## TOOLS

- SketchApp
- Adobe Illustrator
- Adobe Photoshop
- Balsamiq
- InVision
- Flinto
- GitHub
- Microsoft & Google Suite
- HTML/CSS

# TERESA TRAN

UX DESIGNER & RESEARCHER

## WORK EXPERIENCE

<b>CoinCaviar</b> Mar 2018 - Present	<b>Design Consultant</b> <ul style="list-style-type: none"><li>Lead redesign efforts for client's blockchain product site</li><li>Research and engage with industry leaders to understand designing for a new technology space</li><li>Build sitemaps, user flows, sketches, and mockups to provide reference material for developers</li></ul>
<b>Maxim Integrated</b> Aug 2015 - Sept 2017	<b>Associate Product Manager</b> <ul style="list-style-type: none"><li>Managed business division's product optimization, revenue growth, and end-to-end lifecycle management</li><li>Beta-tested and implemented new product lifecycle management process to streamline communication and user-flows</li><li>Worked cross-functionally with internal and external teams to understand client's business and application requirements</li></ul>
<b>Maxim Integrated</b> Feb 2014 - Aug 2015	<b>Business Operations Associate</b> <ul style="list-style-type: none"><li>Contributed to the redesign and implementation of a company-wide distributor incentive program to increase industry market share</li><li>Researched and conducted competitor analysis to understand consumer purchasing trends</li></ul>

## CASE STUDIES

<b>Everseed</b> 2018	<b>Product Designer &amp; UX Researcher</b> <p><i>Everseed is an educational goals-based mobile concept application that encourages users to practice low carbon producing habits</i></p> <ul style="list-style-type: none"><li>Synthesized research into personas, user stories, and product strategy to create several mobile wireframes/mockups</li><li>Designed and developed a responsive product showcase to introduce the app to prospective users</li></ul>
<b>HappyPaws</b> 2017	<b>Product Designer &amp; UX Researcher</b> <p><i>HappyPaws is a multi-functional mobile concept application for pet owners to organize info, search, and attend dog-related activities</i></p> <ul style="list-style-type: none"><li>Developed product vision and owned full design cycle to create a clickable prototype with responsive UI</li><li>UX Research (Survey, Interviews, Persona Development), Product Strategy, Branding, Wireframes, Usability Tests, Visual Design, Prototyping</li></ul>

## EDUCATION

<b>Bloc.io</b> Jun 2017 - May 2018	<b>UX Design and Frontend Development</b> <ul style="list-style-type: none"><li>Studied User Experience Design and Frontend Development (HTML/CSS/JavaScript)</li><li>Applied user-centered design principles to mobile prototypes, responsive product sites, SaaS, and ecommerce apps</li></ul>
<b>U.C. Irvine</b> 2009 - 2013	<b>B.A. Political Science</b>