

# TERESA TRAN

## UX DESIGNER

teresatran.co

hello@teresatran.co

1.628.777.3780

## HELLO

I'm a SF based designer connecting business vision and design thinking to create meaningful digital experiences.

## SKILLS

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

## TOOLS

SketchApp  
Adobe Illustrator  
Adobe Photoshop  
Balsamiq  
InVision  
Flinto  
Marvel  
GitHub  
HTML/CSS  
JavaScript  
Lookback  
Usability Hub  
Microsoft & Google Suites

## EXPERIENCE

MAR 2018  
PRESENT

**teresatran.co** | Freelance Designer  
San Francisco, CA

Integrate UX design into business strategy through quantitative and qualitative research methods. Design and iterate solutions to deliver high-fidelity mockups and interactive prototypes for developer handoff.

AUG 2015  
SEPT 2017

**Maxim Integrated** | Associate Product Manager  
San Jose, CA

Managed business division's product optimization, revenue growth, and end-to-end lifecycle management. Worked cross-functionally to understand client's goals and technical requirements.

FEB 2014  
AUG 2015

**Maxim Integrated** | Business Operations  
San Jose, CA

Researched and analyzed competitor products to understand consumer purchasing trends. Implemented a company-wide distributor incentive program to increase industry market share.

## EDUCATION

JUNE 2017  
JUNE 2018

**BLOC.IO** | UX Design & Frontend Dev.  
San Francisco, CA

Studied and applied user-centered design principles to develop mobile prototypes, responsive product sites, SaaS, and ecommerce apps.

SEPT 2009  
MAY 2013

**UC Irvine** | B.A. Political Science  
Irvine, CA

## PROJECTS

OCT 2017  
DEC 2017

**HappyPaws** | UX/Product Designer  
Case Study

Developed a research-based product strategy to design an interactive mobile prototype in 9 weeks.

MAR 2018  
MAY 2018

**Everseed** | UX/Product Designer  
Case Study

Designed and developed a responsive product web page showcasing Everseed (mobile concept app). Working in SketchApp, HTML, CSS, and JavaScript.