

TERESA TRAN

UX DESIGNER

teresatran.co
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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
Balsamiq
InVision
Flinto
GitHub
Adobe Illustrator
Adobe Photoshop
HTML/CSS
JavaScript
Lookback

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.