TAM (TYLER) TRAN

Designer | Researcher

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OBJECTIVE

Improve user experience through the utility, ease of use, and pleasure provided in the design and interaction with a product

EXPERIENCE

Develop for Good - Product Designer
JUN 2023 – AUG 2023

- Designed an Android mobile app to promote and improve their social enterprise model, capacity building, transparency, and sustainability practices for the 40 community-based enterprises in the Philippines
- Created competitive analysis, user flows, wireframes, and prototypes for an MVP concept
- Collaborated with 2 managers, 7 designers, and a stakeholder by participating in weekly recurring client and team meetings

Pupil - Product Designer
JUN 2021 – JAN 2023

- Designed a networking platform helping build relationships between mentors and mentees
- Utilized skills in UX/UI, and visual design to develop and iterate Pupil's product
- Redesigned features of the platform including onboarding, direct message, feed, and profile

UCSD Design Lab - UX Researcher
SEP 2022 – DEC 2022

- Collaborated with stakeholders to identify project goals and address user needs in the establishment of a Web3 platform
- Conducted user interviews with 11 people, including peer-to-peer members, and blockchain expert
- Proposed data-driven decisions by analyzing quantitative and qualitative research findings

Design for America - Lead UX Designer and Researcher
FEB 2022 – MAY 2022

- Spearheaded a team of 6 to establish a support system that financially empowers young adults as they develop, explore, and share their future goals
- Created and conducted a campus-wide survey for 50+ UCSD students to understand students' financial knowledge and struggles
- Designed wireframe and prototype from the insights of primary and secondary research

Pareto Care - UX/UI Design Intern
APR 2021 – OCT 2021

- Designed wireframes and prototypes of a platform helping stakeholders prevent heart failures
- Designed different features such as monitoring heart health, communicating with health experts, and discovery
- Created UX/UI Development guideline with phases and timeline

Dexcom + Design Lab - UX Designer and Researcher
JUN 2021 - AUG 2021
- Collaborated with a team of 6 to redesign Dexcom G6 app in the new market for people with type 2 diabetes
- Conducted primary and secondary research on the new diabetes market to understand users' perspectives
- Designed an interactive prototype and showcased it to Dexcom stakeholders

Design for America - UX/UI Designer
APR 2021 - JUN 2021
- Redesigned RelayPlay, a platform recommending where to enjoy experiences for 2000+ users
- Conducted user research and competitive analysis to gather insights and analyze
- Designed a high-fidelity prototype and presented it to RelayPlay's founders and DFA at UCSD's leads

ACM @ UCSD - UX/UI Designer
JUL 2020 - MAR 2021
- Designed different prototypes for 1,000+ members including place reviewing, teammate finder, and voting/poll creator
- Collaborated with product managers and developers in order to go through iterations and deliver the products incrementally with Agile development
- Conducted 20+ usability tests to receive feedback and insights from users

RISE - UX/UI Design Intern
JUL 2020 - MAR 2021
- Designed a prototype of an accessible and intuitive online learning platform, Kumi, with a team of 2 product managers, 4 designers, and 8 engineers
- Collaborated with primary stakeholders in order to convert business goals into personalized experiences

LEADERSHIP

Design for America - UCSD Team Co-Lead
NOV 2021 - MAY 2022
- Orchestrated a cohort of 17 designers for the To Be Designed program with 3 projects to tackle San Diego local challenges
- Collaborated with another Co-Lead and 2 Co-Presidents to work on team recruitment, guidance, and management

EDUCATION

University of California, San Diego
SEP 2019 - DEC 2021
B.S. in Cognitive Science: Design & Interaction (GPA: 3.97)

SKILLS

Design
User Research, Usability Testing, Prototyping, Information Architecture, Interaction Design, Wireframing

Software
Figma, Adobe (Illustrator, Photoshop, XD), HTML/CSS, GitHub, Miro