TAM (TYLER) TRAN

Product Designer

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WORK EXPERIENCE

AutoMATE Solutions   **Ho Chi Minh City**
Product Designer   *July 2024 – Present*

- Translated client and stakeholder requirements into human-centered design (HCD) solutions, ensuring alignment between business goals, customer needs, and technical feasibility.
- Conducted competitive benchmarking and industry trend analysis to inform product differentiation and elevate user experience strategy.
- Created userflows, wireflows, and task analysis to map and optimize complex system journeys, addressing edge cases and improving usability.
- Planned and executed usability testing sessions, collecting feedback to iterate on designs and validate design hypotheses.
- Built a comprehensive design system including reusable components, pattern libraries, and responsive layout standards to support scalable, consistent product development.

TymeX   **Ho Chi Minh City**
UX Writing Intern   *November 2023 – March 2024*

- Conducted heuristic audits and competitive research on leading Vietnamese banking apps to evaluate IA, terminology, and UX content strategy.
- Identified design and content inconsistencies in GoTyme Bank's app and proposed scalable, reusable content components to enhance consistency and clarity.
- Wrote UX copy for key product moments (error states, empty screens, confirmations) that adhered to accessibility and inclusive language guidelines.
- Localized financial flows (transfer, savings, onboarding) for the Vietnamese market and collaborated on token naming conventions and label mapping to support design system scalability.

Pupil   **New York, NY (Remote)**
Product Designer   *June 2021 – January 2023*

- Designed a networking platform to connect underrepresented students with mentors, focusing on accessible, inclusive, and usable experiences.
- Led end-to-end design for onboarding, messaging, and profile features; created wireframes, prototypes, and flows informed by user feedback and testing.
- Collaborated closely with fellow designers to conduct usability testing and iterative refinement, applying insights to improve user engagement and feature adoption.

ACM @ UC San Diego   **San Diego, CA**
UX/UI Designer   *July 2020 – March 2021*

- Designed and prototyped digital tools (e.g., review platforms, team matchmakers, polling modules) for a community of 1,000+ students.
- Collaborated with PMs and developers in an Agile team environment, contributing to sprint planning, backlog grooming, and iterative releases.
- Conducted usability testing and feedback sessions, improving accessibility, interface clarity, and user satisfaction across multiple features.

EDUCATION

University of California, San Diego   **San Diego, CA**
*B.S. in Cognitive Science: Design & Interaction (**GPA: 3.97/4**)*   *December 2021*

- Organizations: ACM at UCSD, Design for America, UCSD Design Co, UCSD The Basement, The Design Lab

SKILLS

Design: User Research, Usability Testing, Content Design, Information Architecture, Interaction Design

Software: Figma, Adobe (Illustrator, Photoshop, XD), React.js, Python, Docker, Git