

Viet Tran

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EDUCATION

Duke Kunshan University (DKU)/Duke University (Duke) Dual Degree

Class of 2025

B.A. in Computation and Design; Digital Media Track (by DKU)

Kunshan, China

B.A. Interdisciplinary Studies (Subplans: Computation and Design; Digital Media) (by Duke)

Durham, USA

- GPA: 3.7/4.0; Dean's List: Fall 2021, Spring 2022, and Spring 2023
- Merit-based Scholarship recipient.
- Courses: INFOSCI 103: Computation, Society & Culture, Computer Science 101 – Introduction to Computer Science, Computer Science 201 - Introduction to Programming and Data Structures, MEDIART 213: Foundation of Web-based Multimedia Communications, INFOSCI 201: Physical Computing.

PROJECTS

Heritage AR

September 2023 – Current

UX Designer

Vietnam

- Collaborated on a 7-member team to design an immersive tourist game for exploring The Imperial City of Hue.
- Developed wireframes for the game's UI and iterated through lo-fi and hi-fi prototypes using Figma.
- Applied visual design principles to ensure consistency in color schemes, elements, and character designs.
- Generated survey questions, conducted user testing, and analyzed quantitative data to enhance the user experience.
- More details can be found [here](#).

VisitAR

February 2023 – May 2023

Team Manager/UX designer

China

- Led a 4-member team in the development of an AR-implemented game for children.
- Prototyped lo-fi and hi-fi versions of the game, overseeing the design process from concept to execution.
- Conducted user test on a group of 10 children, documented and integrated feedback into the game design.
- More details can be found [here](#).

PROFESSIONAL EXPERIENCE

Vandy English Language Academy

June 2021 - May 2022

Head of Marketing

Vietnam

- Managed the team of 10 members to recruit and support 200+ new customers for VELA each month.
- Analyzed customer insight monthly to navigate new marketing campaign, ensuring alignment with customer needs and preferences.
- Ideated contents for 20+ posts on VELA fanpage.
- Co-managed and executed 3 digital marketing campaigns.
- Authored 15 posts on VELA fanpage gaining 2000+ reaches and 100 reactions averagely.

Student Counselor

April 2021 – May 2022

- Guided 8 students through the US college application process.
- Made weekly appointment with each student for checking progress, giving application strategy and reviewing essays.
- Consulted parents and students to curate school list and prepare essential financial documents.

Student Care

August 2021 – May 2022

- Coordinated 23 students about IELTS, SAT and ACT learning strategy.
- Conducted 100+ one-on-one appointments for students and parents to address their needs and consult about choosing major, extracurricular activities, and study abroad.
- Updated grades weekly, delivered lecture contents, and gave advice for students to improve.

ADDITIONAL INFORMATION

- Languages: English (fluent), Vietnamese (native), Mandarin (conversational).
- Skills: Python, Java, R, UI/UX design, media management, creative writing, problem solving, analytical skills.
- Certificates: Duke University - Programming Foundations with JavaScript, HTML and CSS (Coursera), California Institute of the Arts - Visual Elements of User Interface Design (Coursera), California Institute of the Arts - UX Design Fundamentals (Coursera).
- Interests: philosophy, stock trading, market research.