

# VINCENT TRAN

## UX & Product Designer

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## RELEVANT EXPERIENCE

### Product Designer · Commit the Change

*October 2020 - Present · Irvine, CA*

- Partnered with Justice for Families to reform juvenile incarceration.
- Designing mobile application where families of incarcerated loved ones can find community and support.
- Employed user research techniques to identify user needs and goals.

## PROJECTS

### Web Designer & Developer · vincentran.com

*November 2020 - December 2020 · San Gabriel, CA*

- Designed personal website with intuitive user experiences for recruiters.
- Developed website by coding in HTML, CSS, JavaScript, and Bootstrap.

### Product Designer & Researcher · UCI Design-a-thon

*November 20-22, 2020 · Irvine, CA*

- Recognized as a top 5 finalist from product design professionals.
- Produced "StuDocent", a desktop application that improves a college student's productivity and mindfulness.
- Designed a MVP as a solo participant by employing various user research and design techniques.

### UI/UX Designer · Nintendo Online App Redesign

*September 2020 · San Gabriel, CA*

- Developed empathy for users by conducting comparative analyses, user surveys, user interviews, usability tests, and online research.
- Sketched low-fi mockups by using the crazy 8's method guided by creating user personas and highlighting design goals.
- Redesigned the application by utilizing wireframing, prototyping, and interaction design techniques in Adobe XD.

### UX Designer & Researcher · Soundcloud Redesign

*April 2020 - June 2020 · Irvine, CA*

- Understood potential users and stakeholders by conducting online surveys, remote interviews, and competitive analyses.
- Identified Soundcloud user experience issues by conducting remote user tests and collaborative heuristic evaluations.
- Redesigned Soundcloud by utilizing sketching and wireframing to create evidence-based high-fidelity Figma mockups.

## EDUCATION

### University of California, Irvine

*September 2017 - March 2021* GPA: 3.6

B.S. in Informatics:

Human-Computer Interaction

B.A. in Business Economics

## LEADERSHIP

### Vice President of Chapter

**Operations** · Alpha Kappa Psi

### Coding Instructor · Coding

Minds Academy

### Marketing Agent · Welk Resorts

## SKILLS

### Design

Figma · AdobeXD · Design Strategy · Web Design · Prototyping · Wireframing · Interaction Design · User Flows · User Interface · Game Design · Sketching · Mental Models · Information Architecture

### Research

User Interviews · Surveys · Heuristic Evaluation · Usability Testing · Competitive Analysis · Personas · Contextual Inquiry · Journey Mapping · Task Analysis

### Programming

HTML · CSS · JavaScript · Python · Bootstrap · AngularJS · jQuery · TypeScript · Java · C++

### Business

Marketing Strategy · Excel · Business Strategy · Project Management · Data Visualization