VINCENT TRAN

UX & Product Designer

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RELEVANT EXPERIENCE

Product Designer · Commit the Change

October 2020 - June 2021 · Irvine, CA

• Partnered with Justice for Families to reform juvenile incarceration.

• Designed mobile application where families of incarcerated loved ones can find community and support.

• Employed user research techniques to identify user needs and goals.

Lead UX & Product Designer · Koala Skincare

October 2020 - March 2021 · Irvine, CA

• Spearheaded app design by creating wireframes and prototypes on Figma.

• Facilitated weekly design/business meetings through Zoom by presenting project updates to stakeholders and cross functional teams.

• Composed 10+ documents about design/business to guide project progress by conducting requirements/risk analysis, use cases, user research, etc.

• Integrated informed design decisions by utilizing personas, competitive analysis, user testing, heuristic evaluations, scenarios, design critiques, etc.

PROJECTS

Web Designer & Developer · vincentran.com

November 2020 - December 2020 · San Gabriel, CA

• Designed portfolio website with intuitive user experiences for recruiting.

• 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 out of 100 by product design professionals.

• Created "Studoent", a desktop application that improves 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.

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 · Adobe XD · 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 · Requirements Gathering · Sales