

# 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 "Stuodent", 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*

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