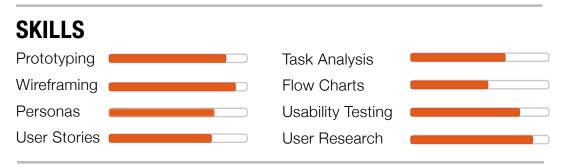
# THANH TRAN User Experience Designer

## **SUMMARY**

Recent graduate looking for a position as a UX Designer.

Ability to conduct user research and translate findings into effective design solutions. Seeking a flexible yet fast-paced work environment. Interest in working on consumer-driven products. Curious, motivated, and eager to work within a team. Proficient in Axure, Illustrator, Photoshop and Omnigraffle. Skills in listening, empathy and problem solving gained through 10 years of client services.



## **EXPERIENCE**

5 Color Cowboy Website 2015, 2 months

**Musketeers** iOS App 2014, 1 month П

Matchdog iOS App 2014, 2 months 

**PSx TV** Console 2012, 5 months :

Role: UX Designer, Content writer, Client. Improve on content hierarchy and keywords familiar to both new and return users. Ensure site is optimized for both desktop and mobile, to encourage booking transactions.

Re-interpret technical goals to user-centered goals for a network of emergency responders. Create a prototype with clean and minimal interface, simple grammar, and intuitive user flow to be used by all ages, from children to the elderly.

To create an enjoyable mobile experience for users to easily access and search for a dog. Increase the likelihood of compatibility by providing easily understood information of each animal. Create an empathetic and trusting experience that evokes a high level of confidence.

Complete the pertinent stages from discovery to design in identifying and refining the interface for a television-watching console. Fulfill a need where it is weak or vacant in the market - the family network. Test with low and high fidelity prototypes.

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## **EDUCATION**

San Jose State University M.S. Human Factors & Ergonomics Grad date: May 2014 Overall GPA: 3.8

University of CA, San Diego **B.S.** Cognitive Science

# TOOLS

Axure Illustrator inDesign Photoshop Omnigraffle MS Office

## LANGUAGES

С Java HTML CSS JavaScript

## **STRENGTHS**

Motivated Team player Flexible Communicative Eager Proactive Goal-oriented

mySJSU's PeopleSoft Application 2013, 5 months Interface evaluation of a web product's content, features, hierarchy and relevancy to the user's primary goals. Carry out a usability test to determine how users carry out these goals and identify key pain points. Re-design mySJSU's PeopleSoft application based on the test findings.

#### **EMPLOYMENT HISTORY**

Cosmetologist 5 Color Cowboy

■ 7/2005 to present

<sup>o</sup> Daily client consultations analyzing lifestyle, behavior, routine, and follow-up feedback.

<sup>o</sup> Exercise problem solving skills by performing a variety of creative and technical solutions to resolve client needs.

• Operate in a fast-paced environment requiring flexibility, time management, multi-tasking and quick decision-making.

## **EVENTS PARTICIPATED**

Customer Journey Mapping Workshop 2/23/2015

#### ORGANIZATIONS

BayCHI (Bay Area chapter of ACM-SIGCHI) since 2011

Gigaom Research: Invisible Design Conference 12/18/2014

AIGA member since 2015

Bold Italic's: The Sum Creative Conference 11/6/2014 Human Factors and Ergonomics Society member since 2011 to 2014

## **RESEARCH STUDY**

Responsive Web Browsing Performance of E-commerce Tasks on Different Form Factors.

#### THANK YOU SO MUCH FOR YOUR TIME.

Please visit www.thanhorama.com to view my entire portfolio.