

MELODY TRAN

UX Product - Visual Designer

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EDUCATION

General Assembly

UX Design Immersive

University of California, Berkeley

Bachelor of Art – Music

SKILLS

Design

User Experience Design

Interaction Design

Product Design/ Product Strategy

Data Visualization

Wire framing/ Prototyping/ Mockups

Design System

Concept sketches /User Flow/ Site Map

Research

User Research/ Data Synthesis/ User Journey

Usability Testing/ Heuristic Analysis

Collaboration

Brainstorming in Figjam and Miro

Running Design Crits

Presenting mockups and prototype

Giving and receiving feedback

Organize/ clarify requirements

SOFTWARE AND APPLICATIONS

Figma

Sketch

Invision

Adobe Creative Suite

Axure

Miro/ Trello/ Azure

Microsoft Office Suite

HTML/CSS

Azure DevOps

WORK EXPERIENCE & PROJECTS

EuroCTP - UX Researcher/ Designer

APRIL 2024 – NOV 2024

- Collaborated closely with product owner and design team to verify project requirements, ensuring alignment with user needs and business objectives.
- Contributed to research and created design deliverables, including low- and high-fidelity wireframes, to present to stakeholder and drive informed decision-making.

Swift Intermodal - Product Designer

OCT 2022 – OCT 2023

- Collaborated with product owners, project managers, lead engineers, and designers to develop MVPs that streamlined SWIFT Customer Service Operations, reducing workload and cutting costs by replacing an outdated legacy system.
- Created mockups and prototype for usability test, facilitate ideation sessions and conducted design reviews with stakeholders to define and iterate on new features within an Agile framework.
- Owned the design system process document deliverables for developers and coordinating with engineer teams to find trade-offs, resulting in smoother deployment

Hello Porter - UX Designer

APRIL 2022 – AUGUST 2022

- Created sketches, wireframes, and prototypes to effectively communicate design solutions to the core team and stakeholders.
- Collaborated with cross-functional teams to design and develop an engaging user experience for Porter Healthcare's eCommerce MVP, focusing on the web browser interface.

Beni - Visual Lead Designer

NOV 2021 – MARCH 2022

- Collaborated with stakeholders and cross-functional teams to gather requirements, analyze user insights, and brainstorm design solutions for BENI
- Synthesized user interview data to identify key pain points and inform design direction.
- Led the visual design for Beni Beta version, incorporating features such as advanced filter, saved favorites, and an expanded view to optimize the eCommerce user experience.
- Developed user flows, wireframes, and interactive prototypes to communicate design concepts and validate usability.