

# HUYNH YEN NHI TRAN

## UX DESIGNER

San Jose, CA | yntran23@gmail.com | www.hyntran.com

Seeking summer 2024 UX internship opportunities. As a UX Designer enrolled in the M.S. Human-Computer Interaction program at UCSC, I actively pursue diverse experiences to expand my skill set. I excel in task management and thrive in dynamic environments, always ready to tackle new challenges. Committed to a human-centered approach, my goal is to create universally impactful products that enhance people's lives.

## EDUCATION

Expected December 2024

### M.S. HUMAN COMPUTER INTERACTION

University of California, Santa Cruz.

May 2020

### BFA DIGITAL MEDIA ART - ADVERTISING (minor)

San Jose State University

## PROJECTS

HealthHero - CruzHack 2024

Santa Cruz, CA

### PRODUCT DESIGNER

January 2024

- Participated in the ideation and development of a web-based platform, that empowers users with accessible tools to explore and understand health insurance coverage within 36 hours.
- Crafted research questions for quantitative research using a Google Form survey, and analyzed findings to gather valuable insights from 33 respondents. Conducted 3 competitor analyses to inform the design process. Identified user needs and collaborated within a three-member team to ensure a thorough end-to-end design execution. Utilized Figma to create a working prototype.

Wacky Towns Team

### 3D MODELER

May 2020 - March 2021

- Developing a short animation using Autodesk Maya. Actively engaged in feedback sessions, refining 3D models based on critiques and suggestions from team members to maintain high-quality standards.

Guadalupe River Park Conservancy

San Jose, CA

### DESIGNER

January 2020 - May 2020

- Initiated qualitative research to identify user needs and pain points, allowing for data-driven decision-making and the development of a user-centric campaign during pandemic. Designed and created a wide range of marketing materials, including billboard advertisements, applications, websites, social media posts, and collateral, ensuring a cohesive and impactful brand presence.
- Achievement:** Blue Cow Advertising Award (May 2020), Silicon Valley ADDY Award - Silver (March 2021)

## WORKS EXPERIENCE

Hello From Mars Creative Agency

San Jose, CA

### WEB/GRAPHIC DESIGNER

March 2020 - July 2021

- Increased a maximum of 10% in user satisfaction and engagement on client websites through strategic implementation of advertising and branding techniques.
- Enhanced internal marketing campaigns by creating over 50 graphic elements, resulting in increased outreach and brand visibility. Applied Illustration and Photoshop tools to the design process.
- Collaborated with international engineers to develop and optimize 20+ websites, leading to a minimum 5% annual increase in clients' SEO performance and overall website effectiveness.

## ADDITIONAL

**Programs:** Adobe Suite (Photoshop, Illustrator, InDesign, xD), Figma, Autodesk Maya

**Technical Skills:** Web Design, Branding, HTML/CSS, Problem Solving, Prototyping, Qualitative Research, Usability Testing, User Interview, Interaction Design, 3D Printing

**Languages:** Vietnamese (native), English (fluent)