Gabriela Tran, UX Designer

DESIGN PROJECTS

Plant Aid / UX Designer **-** Link to Prototype
- Gathered user research through surveys, interviews, and competitive analysis to refine the user persona
- Produced digital wireframes through iterations of sketches and finalized them by picking out the best solution
- Developed high-fidelity prototypes with interactions, making the mobile application realistic for testing

Localeyez / UX Designer **-** Link to Prototype
- Reviewed user research to understand my target audience and created an experience based on their needs
- Sketched wireframes and created new branding to create a more aesthetically pleasing UI
- Used methodical design layout, typography, and visual hierarchy to create accessible mobile designs

Brew and Sip / UX Designer **-** Link to Prototype
- Designed a coffee shop mobile application that would service a small business based out of Wisconsin
- Gathered research through empathy mapping, user journey, interviews, user flows, personas, and Competitive Analysis
- Created wireframes and prototypes using Figma

EXPERIENCE

Real Estate Agent Salesperson
Coldwell Banker Realty / Jan 2021 - January 2022- 1 year, Jersey City, NJ
- Communicated with clients to discover the needs and wants of a home through interviews, which reduced the amount of stress they had throughout the rent/buy process
- Compared properties for clients by conducting a Comprehensive Market Analysis to estimate property values
- Provided the best individual support for clients while managing multiple projects simultaneously

Professional Service Representitive
Aspen Dental / October 2019-May 2020, Fairview Park, OH
- Exhibited empathy and listened to patients in regards to unpaid balances due to errors, which were resolved over the phone with their insurance companies 80% of the time
- Communicated effectively with customers, insurance personnel, and office staff, creating a seamless work environment

Contact

gabriela.a.tran@gmail.com
(503) 864-7422
https://gabbytran.com
linkedin.com/in/gabbytran

Skills

Product Design
User Research
Competitive Analysis
Interaction Design
Wireframing
Rapid Prototyping
Design Research
A/B Testing
User Personas
User Testing
Accessibility
Card Sorting

Tools

Figma
Google Analytics
Excel
Squarespace
WordPress
Adobe Lightroom
Miro

Education

Thinkful Immersive,
UX/UI Design Certificate
NOVEMBER 2021

Brigham Young University - Idaho
BS Marketing
2016-2019