Tyler Tran
PRODUCT DESIGN LEADER

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(515) 306-9883 · Des Moines, IA

PROFESSIONAL EXPERIENCE

Victorious

User Experience Manager

Aug 2021 – Apr 2024 · 2 years 9 months

- Directed an Agile team of 8 using Scrum methodology, enhancing cross-functional collaboration
- Led the design of the company's top strategic initiative to transform their business model through an innovative zero-to-one B2B platform
- Achieved a 94% efficiency gain and 22% performance improvement in a new product offering by developing a design strategy focused on scalable workflows and business enablement
- Leveraged a systems level approach to improve design delivery by 30% and increase development velocity by 20% through the design and implementation of a component-based design system
- Established a rigorous quality assurance framework improving alignment with business goals, user needs, and design intent

Berkley Technology Services

Innovation Coordinator

Oct 2020 – Aug 2021 · 11 months

- Launched an ideation management platform, enhancing employee engagement and collaboration, resulting in more than 200 idea submissions and multiple experiments in only the first few months
- Employed a design thinking framework to swiftly assess and align innovation ideas with user needs and business priorities, driving strategic thinking and business enablement

User Experience Team Lead

Jan 2019 – Aug 2021 · 2 years 8 months

- Guided a team of user experience designers and developers within the digital experience team across multiple concurrent projects to create next generation B2B and B2C platforms for agents and customers
- Coordinated design critiques to stress test ideas, increase alignment and elevate the overall design craft
- Facilitated workshops and training sessions to champion user-centered design practices and increase collaboration between teams across the organization
- Devised and executed research studies, presenting key findings to leadership and operating unit stakeholders in order to inform the strategic prioritization of new product features

SKILLS

Product Design

- User-centered design
- UI/UX design
- Visual design
- Interaction design
- Motion design
- Workflow analysis
- Information architecture
- Responsive design
- Mobile design
- Typography
- Iconography
- Color psychology

Technical

- High fidelity prototyping
- Rapid prototyping
- Wireframing
- Storyboarding
- Design briefs
- HTML/CSS/LESS/SASS
- Bootstrap framework
- Javascript (React/Angular)
- Design system management
- Platform integrations

Research

- User research
- Usability testing
- Survey writing
- Contextual inquiry
- User persona creation
- Journey mapping
- Competitive analysis

Strategy

- Design thinking
- Data analysis
- Agile methodology
- Workshop facilitation

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PROFESSIONAL EXPERIENCE (CONTINUED)

Berkley Technology Services

○ **Senior Product Designer**

Sep 2017 – Jan 2019 · 1 year 5 months

- Mentored and onboarded associate designers, accelerating their integration into the company and fostering a supportive team culture
- Achieved radical efficiency gains in target product lines, designing workflows and features that fully automated tedious data entry tasks that previously took as much as 3 full working days to complete

○ **Product Designer**

Sep 2015 – Sep 2017 · 2 years 1 month

- Led the redesign of the organization's flagship policy system, boosting user satisfaction and efficiency while reducing error rates through the use of intuitive solutions to highly technical, complex problems

Design Matters

○ **Lead Designer**

Aug 2012 – Sep 2015 · 3 years 2 months

- Oversaw agency design operations, from prospecting to project delivery, in the execution of critical design projects

○ **Visual Designer**

Apr 2012 – Aug 2012 · 5 months

- Created comprehensive design briefs and iteratively developed designs from early concepts to final drafts, significantly enhancing project alignment and client satisfaction

EDUCATION

Nielsen Norman Group

○ **UXC Certification** · **Interaction Design Specialization**

May 2017 · San Francisco, CA

Drake University

○ **Bachelors of Mass Communication** · **Visual Communication emph.**

Dec 2011 · Des Moines, IA

SOFTWARE PROFICIENCY

Design
- Figma
- Axure RP
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop

Documentation
- Confluence
- Sharepoint
- Guru

Analytics
- Google Analytics
- Hotjar
- Typeform
- SendGrid

Collaboration
- Slack
- Mural
- Miro

Project Management
- Jira
- Trello
- Asana
- Github
- Productboard