



# MICHAEL TRAN

UX/UI Designer | Philadelphia, PA

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## WORK EXPERIENCE

### ReachMobi - Mobile App Designer

Sep 2021 - present, Philadelphia, PA

- Design user flows, prototypes, and UI features for a host of Android applications using Adobe XD, Photoshop, and Illustrator
- Increased user acquisitions by up to 150% by developing quality UX through wireframes, prototypes, user flows, and user testing
- Establish branding and visual language by designing app icons, screenshots, and videos using Adobe After Effects and Photoshop

### Resources for Human Development - Payroll Coordinator II

Feb 2017 - Jan 2021, Philadelphia, PA

- Processed bi-weekly payroll for nearly 5,000 active employees
- Provided customer support regarding payroll inquiries within a 24-48 hour timeframe
- Resolved payroll discrepancies and issues by thorough research and investigation, then document the resolution
- Promoted to Payroll Coordinator II on December 2018 and mentored new Payroll Coordinators I on payroll processes

## PROJECT EXPERIENCE

### Wooterfall Personal Finance Learning Tool - UX/UI Designer

Jun 2021 - Jul 2021, Philadelphia, PA

- Conducted user research to identify user needs and pain points
- Designed low and high-fidelity digital wireframes for a mobile app and responsive website in Figma
- Built a design system including colors, typography, icons, logos, and buttons in Figma

### Peace of Mind (POM) Payroll Mobile App - UX/UI Designer

Dec 2020 - Mar 2021, Philadelphia, PA

- Conducted a competitor audit, user interviews, moderated user testing, developed user personas, and created wireframes in Figma
- Built a high-fidelity prototype of a payroll app for timesheet processing and approval management using Figma
- Conducted moderated usability studies with participants and reiterated the designs after acquiring insights from them

### Designer Dali Mobile App - UX/UI Designer and Developer

Aug 2020 - Nov 2020, Philadelphia, PA

- Built a minimum viable product that generates design prompts for designers from various design disciplines
- Developed the app using Java programming in Android Studio
- Published the app on Google Play store

## EDUCATION

### Google UX Design Certification

Mar 2021 - Jul 2021, Remote

- Completed rigorous training for UX job readiness through hands-on projects
- Topics included UX research, inclusive design, wireframes, and high-fidelity prototypes using design tools including Adobe XD and Figma

### Temple University

Aug 2007 - May 2010, Philadelphia, PA

Bachelors of Arts in Digital Media

- Awarded the Temple University Japan study abroad scholarship
- Overall GPA 3.43

## SKILLS

User Research  
User Persona  
User Journey Map  
Usability Testing  
Wireframing  
Prototyping  
Web & Mobile Design

## TOOLS

Adobe Photoshop  
Adobe Illustrator  
Adobe XD  
Invision  
Figma  
Miro

## PROGRAMMING

HTML & CSS  
Java  
Swift

## LANGUAGES

Cantonese - Fluent  
Japanese - Conversational