CATHERINE TRAN

" I CRAFT EXPERIENCES THAT THOUGHTFULLY BALANCE USABILITY WITH AESTHETICS "

PORTFOLIO:

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SUMMARY

DESIGNER SPECIALIZING IN USER INTERFACE & USER EXPERIENCE WITH A PASSION FOR CONSUMER TECHNOLOGY, INNOVATION, AND HELPING PEOPLE

SKILLS

CUSTOMER EXPERIENCE
DESIGN THINKING
EXPERIENCED SOCIAL MEDIA USER
PROTOTYPING & WIREFRAMING

PROFESSIONAL COMMUNICATION
PROJECT MANAGEMENT
TEAM COLLABORATION
USER RESEARCH

DESIGN EXPERIENCE

UX PROJECT: DECODE
HUMAN CENTERED DESIGN COURSE | SEP 2017 - NOV 2017

- Implemented the HCD framework to develop service concepts for a mock app aimed to scan food labels and define ingredients for users
- Collaborated with a team of three students to identify user pain points, conduct user research, and brainstorm solutions

LEAD GRAPHIC DESIGNER
OHLONE COLLEGE | SEP 2016 - MAY 2017

- Spearheaded marketing campaigns and presentations for The Associated Students of Ohlone College - highlighting their mission statement and focus on student unity
- Designed digital and manual infographics to promote school-wide events - boosted student awareness and attendance

UX DESIGN INTERN
GIVETEENS20 | MARCH 2016 - JAN 2017

- Consulted and redesigned a new landing page in collaboration with Microsoft for their teen financial literacy project
- Refined visual and verbal language for the pages to better align with the organization's core values
- Develop a digital identity to position GiveTeens20 to appeal to small business owners and potential investors

EDUCATION

COGNITIVE SCIENCE [SPEC. HUMAN CENTERED DESIGN] & MEDIA STUDIES
UC BERKELEY | 2017- 2020

TOOLS

SKETCH
FIGMA
ADOBE XD & ILLUSTRATOR

MARVEL
INVISION
CANVA