

# TYLER TRAN

Milton Ontario, Canada

## UX Designer

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### Profile

UX designer with a human centric approach, leveraging a background in New Media Art, digital design, and 3 years of social media marketing and content creation to create and deliver unforgettable experiences and products.

### Education

#### **Ontario Graduate Certificate, User Experience Design**

Humber College (01/2024 - 12/2024)

#### **Bachelors of Fine Arts (Honours), New Media**

Toronto Metropolitan University  
(09/2017 - 04/2021)

### Tools

- Figma
- Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere, XD)
- Google Suite
- Microsoft Suite
- HTML/CSS

### Skills

- **UX Design** (Sketches, Wireframes, Low/high fidelity prototypes, user journey maps, personas)
- **UX Research** (Interviews, usability testing, workshops)
- **Content Creation** (Graphic Design, Video Editing, Prototyping)

### Certifications

- **(TCPS 2: CORE) Course on Research Ethics** (Gov't of Canada, 2024)
- **Flexible Upskilling Network** (Prepr, 2021)
- **Social Marketing Certification** (Hootesuite, 2019)
- **Hootesuite Platform Certification** (2019)

### Experience

#### **UX/UI Designer**, The Cake Box (Part Time)

10/2024 - Present

- Facilitate stakeholder meetings to address business requirements and objectives.
- Conducted qualitative research and presented findings and proposed design solutions to improve usability and effectiveness.
- Created wireframes and high fidelity prototypes for proposed website redesign.

#### **Social Media Coordinator**, The Limberlost Challenge (Seasonal, Part time)

02/2023 - Present

- Work with Race Directors and sponsors to create and deliver social media and website content for promotional and informational purposes.
- Spearheaded social media content and community engagement resulting in 8% growth registration between 2023 and 2024.

#### **Digital Marketing Coordinator**, Ottawa Rowing Club

02/2022 - 12/2023

- Collaborated with relevant stakeholders to create and publish digital marketing content to promote Club programs, and events on social media and the Club website.
- Updated and improved Club website resulting in easier booking and inquiries for the wedding venue using wordpress.
- Conducted administrative duties when applicable resulting in decreased workload for the Office Admin and Registrar.

### Projects

#### **LEGO Creative Building Kit**, Humber College

09/2024 - 12/2024

Gamified LEGO building kit that encourages creative, open-ended building through the use of story-based building prompts and starter builds.

- Conducted user interviews and contextual inquiry to determine user behaviours and pain points.
- Worked with facilitators to address feedback and design decisions.

#### **Winners Treasure Hunt**, Humber College

06/2024 - 08/2024

Relevant brand experience targeted at Winners leveraging augmented reality to enhance the retail flow for shoppers by incorporating prizes and gaming principles.

- Utilize Figma and Adobe Creative Suite, and embraced new technology (Bezi) to develop video mockups and prototypes.
- Supported the team in executing high fidelity mockups and presented design concepts to stakeholders.