DASHAAN**TRAN** | PRODUCT DESIGNER + UX/UI

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SUMMARY

I am a creative professional who can operate across disciplines, from user interface and user experience design to visual design, branding, print design, and photography. As part of creative teams, I have worked on national and international brands, both in-house and within agencies. My creative approach begins from the study of human-centered interaction, impulse, motivations and the way users interact with objects and technology within the scope of the project. The findings and discoveries help create guidelines to develop relevant and useful human-computer interaction models, products and services.

EXPERIENCE

DESIGNS for HEALTH | Feb 2018 - Jan 2019 | SR VISUAL DESIGNER

- Enhance unique shopping and ordering experiences for HCPs and patients
- Design and mock-up website pages, mobile and tablet user interface

KELLEY BLUE BOOK | Sep 2009 - June 2018 | SR INTERACTIVE AD DESIGNER

- Created digital Ad Products on all device types for the nation's largest automakers
- Designed the logic and UI that allows advertisers to expand beyond their targeted user interests to drive higher conversions with lower cost
- Client brands included: *Acura, Audi, BMW, Buick, Cadillac, Chevrolet, Ford, GMC, Honda, Hyundai, Infiniti, Jeep, Land Rover, Lexus, Nissan, Toyota* and *Volkswagen*

O'LEARY & PARTNERS | May 2006 - July 2009 | INTERACTIVE ART DIRECTOR

- Managed a team of interactive and freelance designers for a $24 million OC ad agency
- Developed integrated marketing campaigns for Fortune 500 companies
- Client brands included: *AAA, CO-OP Financial Services, Entenmann's, Fantastic Sams, Francisco Bread, In-N-Out Burger, Kawasaki, Oroweat Bread* and *WD-40*

FOOTE, CONE & BELDING | Jan 2004 - Nov 2006 | INTERACTIVE ART DIRECTOR

- Developed interactive campaigns for the global advertising agency's Fortune 1000 clients
- Contributed to numerous new business wins for both new and existing clients
- Client brands included: *Hilton Family (CONRAD Hotels, Doubletree, Embassy Suites, Hampton Inn, Hilton, Hilton Garden Inn,* and *Homewood Suites) Hong Kong Tourism, Kikkoman, OnFile* and *Taco Bell*

AUTRY NATIONAL CENTER | Oct 2001 - Dec 2003 | SR GRAPHIC DESIGNER

- Collaborated and partnered with project managers to grow and expand the museum
- Created new branding campaigns that helped increase profits by 200% from previous year
- *Autry National Center* is formerly known as the *Autry Museum of Western Heritage*

EDUCATION

COOPER
Course Certificate
Visual Design & UX
Bootcamp
Feb 2011 & Feb 2014

OTIS COLLEGE *of* ART + DESIGN
BFA,
Communication Arts
Aug 1998 - May 2001

SKILLS

UX METHODS
Competitive research
Personas
Usability testing
A/B testing
Wireframing
Interactive prototyping
Product creation

BRANDING & ADVERTISING
Interface design
Growth strategy
Integrated campaigns
Brand identity
Storyboards
Website creation
Video & photography

PROGRAMMING
HTML
jQuery
JSON
CSS
Power BI

SOFTWARE
Sketch
InVision
Axure
Photoshop
AfterEffects
Illustrator
InDesign
Lightroom