

SARAH TRAN

PRODUCT DESIGNER

WORK EXPERIENCE

UX/UI Designer

Help Test Bay Area | Non-Profit, Healthcare | Oct 2021 - Present

- Redesign website to highlight HTBA's community impact and optimize donation and volunteer call-to-actions.
- Design new Volunteers page to spotlight volunteers, raise awareness about upcoming volunteer opportunities, and streamline the sign-up process.

Product Designer

Freelance | Beauty, Non-Profit | Nov 2020 - Present

- Researched, designed, and prototyped digital products leading qualitative and quantitative methods for user research and product strategy.
- Designed a responsive website for a local hair salon to increase visitor traffic and bookings.

SF Amplifier

Slant'd | Civic & Social Organization | Aug 2018 - Jul 2019

- Concept and promote events that foster a sense of community, spark intersectional dialogue, and cultivate cultural empathy.
- Nurture positive relationships with local AAPI-owner organizations, businesses, and emerging creatives.

Business Development Representative

Square Inc. | SMB, Restaurants | Jul 2019 - Sept 2020

- Owned the prospecting, outreach, and discovery of businesses upwards of \$5M in yearly revenue.
- Increased efficiency of outreach by collaborating with account executives and managers on sourcing and sales strategies.
- Gathered feedback from restaurant owners about helpful products and features advocated on their behalf to products team.
- Generated 140+ qualified sales opportunities within the first 6 months with the team.

Business Development Consultant

Oracle Corporation | SAAS | Aug 2018 - Jul 2019

- Collaborated with engineers' cross-functionality to identify and understand customer pain points.
- Suggested IT solutions to solve for organizational problems and allow for more efficient business processes.

CONTACT

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sarahvitran.com

EDUCATION

DesignLab UX Academy

Oct 2020 - Sept 2021

Completed over 480+ hours of UX/UI design coursework

The University of Georgia

Aug 2014 - May 2018

B.A. in Economics,
Certificate in Legal Studies

SKILLS

User Interviews & Surveys
User Journey Mapping
Persona Development
Information Architecture
Card Sorting
Task & User Flows
Wireframing & Prototyping
User Testing
Affinity Diagramming
Empathy
Communication
Collaboration

TOOLS

Figma
Miro
Whimsical
Trello
G Suite
Semplice