Sarah Tran

Contact

sarahvitran@gmail.com

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

Design
Product Thinking/Strategy
Visual Design
Wireframing & Prototyping
User Journey Mapping
Persona Development
Information Architecture
Task & User Flows

Research
User Interviews
Surveys
Usability Testing
Competitive Analysis
Card Sorting
Affinity Diagramming

Technical
Figma
HTML/CSS
Optimizely
UserTesting
Blueshift
Jira

Work Experience

Product Designer
SmartAsset | Financial Technology | Mar 2022 - Jun 2023

- Assessed 7 high-traffic advertorial landing pages and created templates to optimize UX and align with the company's rebranding efforts which resulted in $225K in monthly revenue uplift.
- Redesigned savings rate table feature and best bank account pages to optimize for mobile which resulted in a 35% increase of CTR month-over-month and $15K in monthly revenue uplift.
- Led design for 7 new features for the company's primary product, the advisor matching service, by planning the roadmap, designing, coding with HTML and CSS, and conducting A/B tests to improve testing velocity and reduce tech resource dependence.
- Created and distributed style guide across 9 departments which improved the consistency of design practices at SmartAsset.

UX/UI Designer
Help Test Bay Area | Non-Profit, Healthcare | Oct 2021 - Mar 2022

- Redesigned website to highlight HTBA's community impact and optimize donation and volunteer call-to-actions.
- Designed new Volunteers page to spotlight volunteers, raise awareness about upcoming volunteer opportunities, and streamline the sign-up process.
- Created a design system that reflects Help Test Bay Area's goals, mission, and rebranding.

Product Designer
Freelance | Beauty, Non-Profit | Nov 2020 - Mar 2022

- Led qualitative and quantitative methods for user research and product strategy; designed and prototyped digital experiences for local businesses and non-profit organizations.
- Designed a responsive website for a local hair salon to increase visitor traffic and bookings.

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.