Sarah Tran

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 primary product, the advisor matching service, by planning the roadmap, designing, coding (HTML/CSS), and A/B testing to improve testing velocity and reduce tech resource dependency.
- Managed the design system by adding and updating components to ensure consistency, scalability, and accessibility.
- Collaborated with 9 departments to understand design needs; created team-specific style guides which improved the consistency of design practices.

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

- Revamped the website to highlight community impact, streamline volunteer sign-ups, and optimize donation call-to-actions.
- Maintained stakeholder alignment by presenting research and design progress via weekly check-ins with the team.
- Established a foundational design system and design processes to ensure scalability and sustain progress beyond project completion.

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

- Guided qualitative and quantitative approaches for user research and product strategy, while also designing and prototyping 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.
- Developed targeted sourcing strategies through cross-collaboration with product owners and sales team which increased overall outreach efficiency.
- Conducted user interviews with restaurant owners to identify users goals and pain points, advocating for user-centric enhancement with the product teams.
- Performed ongoing competitive analysis to refine sales pitches and communicated insights to team members.

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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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
Figma
Product Thinking
Product Strategy
UX Design
UI Design
Wireframing
Prototyping
User Journey Mapping
Persona Development
Information Architecture
Task & User Flows

Research
Optimizely
UserTesting
User Interviews
Surveys
Usability Testing
A/B Testing
Competitive Analysis
Card Sorting
Affinity Diagramming

Technical
HTML
CSS
Jira
Blueshift