

Huy "Wee" Tran

Sr. Product UX/UI Interaction Designer

Industry Exp. in LA and OC California

Huy@whoishuy.com

310-528-7620

Portfolio

<http://whoishuy.com/>

LinkedIn

<https://www.linkedin.com/in/0-o-wee-350a5411/>

Professional Statement

Hi, I'm Huy "Wee" Tran, **Product UX/UI Designer** with expertise in **Interaction Design** from Southern California. I've been working in the Industry with top notable companies: OptumRX - United Health Group, Nissan Global & Nissan North America at the Designory, NBCUniversal Fandango, Forever21 and LATimes. I help companies define their vision to share with the World.

Expertise

UI / Interaction Design

Wireframing, Lo - Hi Fidelity Designs,
Rapid Prototyping in Figma

UX Strategy & Research

Heuristic Evaluation, Benchmarking, User Flows,
Content Strategy, User Interviews, User Surveys,
Competitive Analysis, Personas, User Journey
Mapping

User Testing

Qualitative and Quantitative

Visual Design

Creative Direction, Branding, Style Guides, Design
Systems, Marketing Ad campaigns

Front-End Development

HTML / CSS / working knowledge of JS libraries

Career Highlights

Design Lead @ OptumRX / United Health Group
(Pharmacist Fulfillment App) (2020 - 2021)

UX Design Lead and UX Strategist for Nissan Global
and Nissan North America while working at Designory
Design Agency (2018 - 2019)

UX/UI Design lead for CinemaNow.com, redesigned
OTT eCommerce Platform which made positive impact
throughout the industry which led the company to
being acquired by NBCUniversal. I became the Lead UX
Designer at Fandango working with the VP of Product
and CEO on special initiative projects. (2014 - 2016)

Lead Interactive Designer at Forever21. Redesigned
eCommerce Desktop site and introduced their first
mobile version. (2012)

Interaction Design Lead at LATimes for their online
Rewards Points Program, help boost membership from
7k to 14k (2010-2011)

Top Selected Companies / Client

Optum RX - United Health Group (2020)
Nissan Global & Nissan North America (2018 - 2019)
Fabletics (2018)
NBC Universal - Fandango (2016)
CinemaNow / Bestbuy - PrecisionDev.net (2014 - 2015)
Target (2014 - 2015)
CashCall (2013)
Forever21 (2012 - 2013)
andCompany / Spartacus TV Series Starz Network (2011)
LATimes (2010 - 2011)
WanderFilms (2009)
iConstituent.com (2008 - 2009)

Education

B.A. Interaction Design & Visual Communications

Westwood College - Southbay Campus.
Los Angeles, CA (2008)

Selected Work History

Lead Product Designer - **Xerxes Global**

Remote : Minneapolis, MN (01/2021 - 06/2023)

- Managed Product Design across the organization for 3 products. (Financial software and Virtual Conference Platform)
- Utilizing Lean UX in an Agile environment, wireframing / designing / prototyping in Figma.
- Conducted product research with user interviews and surveys, heuristic evaluation and product auditing.

Sr. User Experience Designer - **Optum RX / United Health Group**

Irvine, CA (04/2020 - 01/2021)

- Design Lead and Product Strategy on their Pharmacist Application.
- Conducted User Interviews and Surveys with a team of Pharmacist and technicians.
- Wireframed and Prototyped application in Axure

Sr. User Experience Designer - **Nissan Global and Nissan North America @ The Designory Agency**

Long Beach, CA (08/2018 - 04/2019)

- Conducted UX Research / Strategy / Design for Nissan Global and Nissan North America.
- Product Auditing, Competitive analysis, User flows, Wireframing / Prototyping, and User testing for Nissans Showroom App.
- Other clients: Union Bank, University of Phoenix, Audera Headphones, Geothermal Heating Association.

Senior UX Design Lead - **Fandango / NBCUniversal**

Santa Monica, CA (09/2015 - 04/2016)

- Worked with VP of Product Greg Ferris and CEO Paul Yanover on new product initiatives for Fandango's various OTT platforms, wireframing and prototyping new products for Go to market.
- Worked within the User Experience team on improving their current applications.

Lead Sr. UX | UI Designer - **CinemaNow / Precision Development**

Hermosa Beach, CA (02/2014 - 09/2015)

- Worked with VP of Product on the ReDesign of CinemaNow across various OTT Platforms.
- Team was acquired by NBCUniversal and becoming Lead Senior UX Designer for Fandango.
- Other clients include Disney, Target, Deloitte, Babybytes

Lead Interactive Designer & Developer - **Forever 21**

Los Angeles, CA (04/2012 - 06/2013)

- Worked alongside C-suite Executives to improve their online experience.
- Designed and Built their first mobile website using HTML5 / CSS3 and Jquery Mobile Framework.
- Designed their optimized one-page checkout system for better conversion rates.

Lead Interactive Designer - **Los Angeles Times**

Los Angeles, CA (08/2010 - 08/2011)

- Redesigned Advertiser's section
- Managed Online Rewards Program and designed interactive features.
- Boosted membership from 4k to 17.6k in 4 months. Most in-demand designer amongst the team on various projects