

DASHAAN TRAN | UX + Product Designer + Experience Strategist

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EXPERIENCE

CGI Technologies & Solutions | Feb 2023 - Dec 2023 | Senior Business Consultant

- Conducted in-depth market research competitive analysis and collaborated closely with stakeholders to define product roadmaps and prioritize feature development, identifying opportunities and gaps in the product landscape.
- Developed business and user-driven RFPs that communicate client needs and expectations to potential clients. Expertise in conducting research and synthesizing analysis to identify requirements and evaluate proposals.

Abodé Luxa, Inc. | Apr 2020 - Jan 2023 | Owner, Founder

- Successfully established and managed a solopreneur e-commerce home decor business.
- Demonstrated solid entrepreneurial skills and self-motivation to drive business growth while maintaining accurate financial records and managed budgeting and pricing strategies for profitability.

Designs for Health | Feb 2018 - July 2020 | Senior UX + Visual Designer

- Designed an entirely new & scalable e-commerce experience, rewards program, and novel checkout flow that created new revenue opportunities by connecting consumers with DFH-certified healthcare practitioners, contributing to 3X growth versus industry compound annual growth rate (CAGR).
- Presented design solutions to client stakeholders, communicating not only what design decisions had been made but the rationale behind those decisions, anchoring design in the functional and emotional goals of the site.

Kelley Blue Book | Sep 2009 - Dec 2017 | Senior User Experience Designer

- Led and grew a team of multifaceted UX practitioners, supporting such clients as Toyota, BMW USA, General Motors, Ford, Honda, Volkswagen, and many more OEMs.
- Increased CTR by 2.16% and conversions by 643% with redesigned "Toyota: Mobile Find Your Match."
- Increased engagement and page views by 62% for "The Accelerator" with customizable implementation of rich media content design.
- Designed the logic and UI that allows advertisers to expand beyond their targeted user interests to drive higher conversions at a lower cost.

O'Leary and Partners | May 2006 - Aug 2009 | Interactive Art Director

- Provided direction and UX/UI design services while managing design and development teams and partnered closely with media technology solutions to create dynamic websites and rich banner ads.
- Created and applied design strategies across branding, marketing, and digital ad products. Refined design directions and finalized design details. Lead the planning and structuring of deliverables.

Foote, Cone & Belding (FCB) | Jan 2004 - May 2006 | Interactive Art Director

- Significantly expanded online presence by leveraging talent for market trend analysis and innovative designs, affecting a 370% revenue increase in crucial channels.
- Maximized ROI by building partnerships with rich media marketing agencies.

EDUCATION

Skillssoft Percipio

PMI-CAPM (PMP)
Course Certificate
July 2023

Lead Consultants Journey

Course Certificate
July 2023

Cooper Professional Education

UX Design Leadership
Course Certificate
Feb 2014

Service Design Immersive

Course Certificate
Feb 2011

Otis College of Art and Design

Communication Design
B.F.A.
Aug 1998 - June 2001

EXPERTISE

UX Methods

Strategic & product roadmaps
Project management
Strategy & design leadership
Agile design
Information architecture
User research
User journey map
Agile design process
UX & design systems
Testing & optimization

Programming

HTML
CSS framework
jQuery/JavaScript

Software

Figma
Mural
Sketch
Adobe CC
Microsoft
InVision
Zeplin
WordPress