

Huy "Wee" Tran

Sr. UX UI Designer & Interactive Developer

Award Winning Designer with 11 yrs exp. In the LA and Orange County Area.

Contact Info - Huy@whoishuy.com 310-528-7620

Please visit <http://www.Whoishuy.com> to view online Portfolio

WORK HISTORY

OfferEDGE [5/16 - Present, Contract]

Lead UX UI Designer

- Created a unified brand experience across all products
- Designed and developed *Offeredge.com*
- Designed enhancements for *Loanry.com* for a more unified experience.
- Manage and Directed Mid-Level Designers on Brand Strategy.

NBCUNIVERSAL - Fandango [9/15 - 5/16 Full-Time]

Lead Sr. UX UI Designer

- Worked with UX team to solve UX problems pertaining to their website and apps.
- One on One discussions with Creative Director on future product enhancements.
- Worked with VP of Product on new creative ideas for business needs.
- Designed their XBox App and various features to their mobile app.

Cinemanow.com - PrecisionDev.net [2/14 - 9/15 Full-Time]

Lead Sr. UX UI Designer

- Worked with VP of Product on all major accounts as well as Design all Products
- Create a World Class Experience across all touch points - website / mobile / tablet / television / Xbox.
- Sole Designer to Cinemanow.com (now defunct due to business model change).
- Company was bought out by *NBCUNIVERSAL* for the sole purpose of bringing me and 26 developers to work for *FANDANGO* and *FandangoNOW.com*

PrecisionDev.net [2/14 - 9/15 Full-Time]

Lead Sr. UX UI Designer

- Worked with VP of Product on all major accounts
- Clients Include - *DISNEY / DELOITTE / BESTBUY / TARGET / CINEMANOW / SAINSBURY / BABYBYTES*

Cashcall [8/13 - 12/13 Contract]

Lead Sr. UX UI Designer

- Worked with Creative Director on new business ideas.
- Designed various Landing pages for better conversion rates and various personas.

Forever21 [3/12 - 6/13 Full-Time]

Lead Sr. UX UI Designer

- Consulted Major Key Stakeholders ie. Owners & C-Level Executives on the UX of their ECommerce business
- Designed & Developed their Mobile Website and Enhance Desktop site with special features
- Designed a One Page Checkout system for better conversion rates for their online store.
- Prior to my work they did 225M in revenue, after my work that year they went to 375M in revenue.

Freelancing for Major Industry Clients in Hollywood & LA [8/11 - 3/12 Contractor]

- *STARZ TV Network bydeluxe.com, Westfield Corporation - US Shopping Mall Corporate Headquarters, ANDCOMPANY.com - SPARTACUS TV SERIES & SONY*

Los Angeles Times. [8/10 - 8/11 Full-Time]

Lead Sr. UX UI Designer

- Managed their SCORE POINTS REWARD website (users play games to win prizes)
- Designed all elements to the website apps and marketing
- Help boost membership from 4k to 17k in less than 4 months

SKILLS & KNOWLEDGE

- UX Whiteboarding process / Empathy maps / User Case Scenarios / User Journey Mapping
- User testing with Usertesting.com and A/B testing
- Wireframing and Rapid Prototyping
- Hand-Code HTML5 / CSS3 / JQuery
- Mobile Design & Development
- Responsive Design & Development
- User centric designs for optimal performance
- Researching Personas and User Behavior for a better User Experience
- Site Maps & User Flow Charts
- Web Standards and Cross Browser Development
- Adobe Suites
- SketchApp for UI Design
- Invision for Rapid Prototyping

- BA in Visual Communications
Westwood College - Long Beach Campus 2008

TOP ACCOMPLISHMENTS

- NBCUNIVERSAL bought out the company I worked for based on my ReDesign for Cinemanow.com and I soon became the Lead Sr. UX UI Designer at NBCUNIVERSAL - Fandango
- Lead UX UI Designer at Forever21 - help boost revenue from 225m to 375m in a year span based on my ecommerce efforts.
- Lead UX UI Designer for LA Times. Help boost membership for their rewards website from 4k to 17k in 4 months.
- While working at iConstituent.com in 2008, over 15 new incoming congressmen chose my design for their congressional website. I was the top designer out of a team of 4 as well as winning a Golden Mouse Award for my designs
- Won "Best in Show" for my Starbucks Campaign back in 2008 at the Westwood Design Festival.

CONTACT INFO

Email - Huy@whoishuy.com

Phone Number - 310-528-7620

Online Portfolio Website - <http://www.whoishuy.com>

LinkedIn - <https://www.linkedin.com/in/huy-tran-350a5411/>