

# Huy “Wee” Tran

## Product Designer & Art Director

10+ years Experience from Los Angeles, CA

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### Portfolio

<http://whoishuy.com/>

### LinkedIn

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

## Professional Statement

Hi, I'm Huy “Wee” Tran, Product Designer and Art Director with 10+ years experience with top enterprise companies and design agencies with an expertise in interaction design. I help companies define their vision to share with the world.

## Career Highlights

**Hyundai** Art Director designing web pages for their flagship product Hyundai.com

**OptumRX - United Health Group** Design lead for their Pharmacist Prescription Fulfillment App which helped increase productivity and streamline user workflow.

**Nissan Global and Nissan North America** Design Lead @ The Designory Agency, working with cross functional teams on their dealership app along with their flagship digital products across multiple platforms.

**NBCUniversal - Fandango** Design lead, working with the VP of Product & CEO on optimizing their flagship product as well as working with the UX team on various product initiatives.

**Forever21** lead interaction designer working with C-suite optimizing their checkout flow for better conversions.

## Highlighted Companies

Hyundai

Optum RX - United Health Group

Nissan Global & North America

The Designory Agency

NBC Universal - Fandango

CinemaNow - Bestbuy

Forever21

LATimes

## Skills & Expertise

### UI / Interaction Design

Hi Fidelity Designs, Wire Framing, Rapid Prototyping: Figma, Adobe Creative Suites, Axure and Sketch  
Invision, Web & App Design, Responsive Web

### UX Design Strategy & Research

Heuristic Evaluation, Benchmarking, User Flows, Content Strategy, User Interviews, User Surveys, Competitive Analysis, Personas, Journey Mapping, Lean and Traditional UX in an Agile Environment

### Visual Design

Creative Direction, Visual Identity, Branding, Style Guides, Design Systems, 360 Marketing Campaigns

### Soft Skills

Clear communicator, persuasive engagement, emotional intelligence

### Front-End Development

HTML / CSS / JS libraries

## Education

### B.A. Interaction Design & Visual Communications

Westwood College - Southbay Campus.

Los Angeles, CA (2008)

## Selected Work History

### **Hyundai** Art Director & Product Designer

Fountain Valley (10/2023 - Present)

- Designing web pages for their Flagship product, Hyundai.com
- Work with the Creative Director and cross functional teams from Innocean USA designing concepts for various initiatives.

### **Xerxes Global** Sr. Product Designer

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, working with cross functional teams designing / prototyping in Figma.

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

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

- Design Lead and Product Strategy on their Pharmacist Application.
- Conducted User Interviews and Surveys with Pharmacists and worked with Product Owners in defining product needs.
- Design and prototyped application in Axure, worked on design system with Global UX team.

### **Cogility** Sr. Product Designer

Irvine, CA (04/2019 - 04/2020)

- Worked with Product Owners and engineering team to develop their flagship products, wireframing and prototyping application in Sketch. Created a design system and a components library.

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

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

- Worked with Product owners, Conducting 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.

### **11 Health and Technologies** Sr UX | UI Designer

Irvine, CA (10/2017 - 08/2018)

- Designed their iOS app and redesigned company website
- Worked with Product Owners and cross functional team to conducted User Research on Ostomy patients using the app.

### **Fandango / NBCUniversal** Sr UX | UI Design Lead

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

- Worked with VP of Product Greg Ferris and CEO Paul Yanover optimizing their flagship product fandango.com and fandango.com across various OTT Platforms. Wireframing and designing solutions for various initiatives.

### **CinemaNow / Precision Development** Sr. UX | UI Design Lead

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

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

### **Forever 21** Lead Interactive Designer

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

- Worked alongside C-suite Executives to improve their online experience and optimized their checkout flow with a one-page checkout system for better conversion rates.