

TYLER TRAN

PRODUCT DESIGN LEADER

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(515) 306-9883 · Grimes, Iowa

PROFESSIONAL EXPERIENCE

Victorious

○ User Experience Manager

Aug 2021 – Feb 2024 · 2 years 7 months

- Directed an Agile team of 8, improving sprint velocity by an average of 30% through the implementation of a design system and scrum methodology
- Led the design of a multi-year strategic initiative to build a 0-to-1 B2B platform that improved operational efficiency by up to 94%, resulting in a 22% improvement in keyword rankings and an 18% boost in renewal rates
- Developed a rigorous quality assurance framework to reduce the incidence of high priority bugs by more than 50% by partnering with engineering to develop automated test scripts and manual testing of critical features
- Formulated a strategic design roadmap to achieve 100% of departmental KPIs by identifying resource constraints and establishing clear, measurable milestones throughout the product development life cycle

Berkley Technology Services (a W.R. Berkley Company)

○ Innovation Coordinator

Oct 2020 – Aug 2021 · 11 months (concurrent)

- Coordinated the launch of an ideation management platform to enhance employee engagement and collaboration, resulting in more than 200 employee submissions in the first few months
- Implemented a design thinking framework to swiftly assess and align innovation ideas with user needs and business priorities, driving strategic thinking and business enablement

○ User Experience Team Lead

Jan 2019 – Aug 2021 · 2 years 8 months

- Managed a team of designers and developers within the digital experience team across multiple strategic initiatives to create next generation B2B and B2C platforms for agents and customers
- Improved SUS score for policy system from 48 to 79 by systematically integrating user feedback throughout the design and development cycles
- Established a user-centric design culture through the implementation of regular user research cycles, usability testing and cross-functional design thinking workshops

SKILLS

Product Design

- User-centered design
- UI/UX design
- Visual design
- Interaction design
- Responsive design
- Mobile design
- Data visualization
- Information architecture
- Wireframes
- Typography
- Iconography
- Color psychology

Technical

- High fidelity prototyping
- Rapid prototyping
- HTML/CSS/LESS/SASS
- Bootstrap
- Javascript (React/Angular)
- Grid layouts
- Design systems

Research

- User research
- Usability testing
- Survey writing
- Contextual inquiry
- User personas
- Journey mapping
- Competitive analysis

Strategy

- Roadmaps
- Design thinking
- Data analysis
- Agile methodology
- Lean UX

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PROFESSIONAL EXPERIENCE (CONTINUED)

Berkley Technology Services (a W.R. Berkley Company)

- **Senior Product Designer**
Sep 2017 – Jan 2019 · 1 year 5 months
 - Dramatically improved operational efficiency by identifying inefficient, low-value tasks and designing technology accelerators to automate or greatly accelerate the process, reducing task time from multiple days to minutes
 - Mentored and onboarded associate designers, accelerating their integration into the company and fostering a supportive team culture
- **Product Designer**
Sep 2015 – Sep 2017 · 2 years 1 month
 - Led the redesign of the organization's flagship policy system, boosting user satisfaction and efficiency, while reducing data entry error rates through the use of intuitive solutions to highly technical, complex workflows

Design Matters

- **Lead Designer**
Aug 2012 – Sep 2015 · 3 years 2 months
 - Oversaw agency design operations, from prospecting to project delivery, in the execution of critical design projects
- **Visual Designer**
Apr 2012 – Aug 2012 · 5 months
 - Created comprehensive design briefs and iteratively developed designs from early concepts to final drafts, significantly enhancing project alignment and client satisfaction

EDUCATION

Nielsen Norman Group

- **User Experience Certification (UXC) · Interaction Design Specialization**
May 2017 · San Francisco, CA

Drake University

- **Bachelors of Mass Communication · Visual Communication Emphasis**
Dec 2011 · Des Moines, IA

SOFTWARE PROFICIENCY

Design

- Figma
- Axure RP Pro
- Adobe Creative Cloud
- Adobe Illustrator
- Adobe Photoshop

Collaboration

- Slack
- Loom
- Notion
- Guru
- Confluence
- Miro
- Mural

Analytics

- Google Analytics
- Google Search Console
- Hotjar
- Typeform
- SendGrid

Project Management

- Jira
- Trello
- Asana
- Github
- Productboard

People Management

- Lattice
- Gusto
- Workday
- Greenhouse