# Sarah Tran

**Product Designer**

## Contact

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## Education

**Bachelor of Information Technology and Business,** Monash University

2019 - 2023

Majors: Marketing, Software Development

## Tools

Figma, Sketch, Notion, Miro, Adobe Suite, HTML, CSS, Javascript, Github, Framer, Webflow, Microsoft Office Suite, ContentSquare

## Skills

UX Design, UI Design, Product Design, User Research, Wireframes, Prototyping, Usability Testing, Marketing, Front End Development, Producing, Writing

## Experience

### Product Design Specialist, Telstra

February 2024 - Current

- Led user research, usability testing, and A/B testing to enhance product experiences.
- Designed, developed, and maintained key pages on Telstra's main website.
- Authored insightful blog articles on products, UX strategies, and marketing trends.
- Created visually compelling graphics to elevate web interfaces and user engagement.

### UX Design Intern, NAB

August 2023  - February 2024

- Collaborated with designers and engineers.
- Designed and prototyped banking system interfaces in Figma, adhering to the new style guide.
- Conducted user interviews, identified pain points, and documented key insights.
- Performed usability testing on new features and products to refine functionality.

### Social Media Manager, EFOODZ

April 2022 - January 2023

- Designed and scheduled social media content and campaigns.
- Created content by arranging and planning photoshoots, designing graphics, and editing videos.

### Design/Marketing Intern, Corplite Technologies

April 2022 - July 2022

- Updated a variety companies' websites, social media, developing marketing strategies and completing other tasks as assigned

## Extracurricular

### Design Officer, Monash Association of Coding

February 2022 - December 2023

- Designed and optimised UX/UI for the website
- Designed graphics for  social media campaigns reaching 1,500+ students and 600+ faculty members.
- Developed marketing materials  for events, including hackathons and workshops.