JUSTIN TRAN

justinmtran.com
tranj15@gmail.com
253.226.4188

EXPERIENCE

Intuit // Senior Product Designer
Aug 2020 – August 2024
- Collaborated with Intuit's AI team to implement a cutting-edge logistic regression model, developing personalized solutions for customers to automate the categorization of common expenses, significantly reducing manual input.
- Led the end-to-end design vision for the Accounting Automation team, spearheading the development of QuickBooks' first-ever e-commerce integration. Enabled seamless connectivity for small businesses with channels like Amazon, eBay, and Shopify.
  - First quarter metrics: 962k Unique visits, 19.8k Active subscriptions, 17.4k Imported transactions, 6k Enabled automation
- Previously worked on enhancing the user experience for 'sign up', onboarding, and the setup checklist, improving customer engagement and retention.
  - First quarter metrics: 1.3% lift in revenue = $5.1M annually, 142 Payments gross new active, 187 Payments sign-ups, 449 QBO checkings sign-ups

Provoke Solutions // Product Design Intern
Jan 2020 – June 2020
- Collaborated with Microsoft clients to migrate Azure to a new web design system, enhancing overall user experience.
- Addressed complex design challenges, including creating efficient filters for hundreds of products and designing intuitive 'mega menus' for specific Azure offerings.

Intuit // Product Design Intern
June 2020 – Sept 2020
- Worked for 12 weeks on the Brand & Marketing team, implementing Intuit's new design system for the "intuit.payroll.com" pages.
- Collaborated closely with marketing and developer teams to successfully convert and launch 20+ pages.

SKILLS

Design tools
- Figma, Sketch, Photoshop, InDesign, Premiere Pro, Illustrator, After Effects, Lightroom

Industry
- Product Strategy, Software Testing, UX Research, User Experience (UX), Design Sprints, User Requirements, User Research, Product Design, E-Commerce, Mobile Design, Wireframing, Graphic Design, Typography, User-centered Design, User Experience Design (UED), Prototyping, Information Architecture

EDUCATION

University of Washington
Bachelor of Design, Visual Communication
Graduation, June 2020

INTEREST

- Cooking, Volleyball, Stick & Poke Tattoos, Plants, Pickleball, Skiing