Emily (Phuc) Tran

PRODUCT DESIGNER (UI/UX)

Hi, my name is Emily Tran (aka. E.T. coincidence? I hope not.) I'm a Product Designer who is always curious about how things work. Love visual storytelling. And love secretly planting seeds of joy into products so that they can be spread to millions of users.

Experience

Flashfood / Product Designer

Jan 2024 to Present – Toronto ON

My team and I are currently working with an external agency to re-platform our products. My day-to-day tasks involve building the new style guide and setting the foundation for our design system. I ensure the agency has everything they need by providing clear instructions, comprehensive product guidelines, and ongoing UX consultations.

Numerator, Receipt Hog / Product Designer

Jan 2023 to Aug 2023 – Chicago IL

Led the complete overhaul of a slots game feature. Established the product interactivity framework for the design and engineering teams to follow. Contributed to the development of the product design system. Conducted moderated and unmoderated user tests. Facilitated design reviews to discuss technical strategies with iOS, Android, and backend engineering teams.

Mothership Strategies / Graphic Designer

Sep 2020 to Nov 2022 – Washington D.C.

Developed brand identities for more than 11 clients, ranging from Progressive PACs to Senate candidates. Designed impactful email and advertising campaigns, raising over 420 million in 2020. Orchestrated the creation of the organization's first graphic novel, leading the entire project from conception to art direction. Mentored and provided junior team members with hands-on support, accelerating their professional growth.

FleishmanHillard D.C. / Creative Intern

Jan 2020 to Sep 2020 – Washington D.C.

Produced a series of educational videos promoting horticulture, inspiring middle-schoolers to explore related careers. Led the project's growth, including its brand identity, and social media ad campaign.

Contact

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in/emily-phuc-tran

Skillset

Tools

Figma • LottieFiles • Adobe CC • Asperite • Procreate • HTML/CSS • Basic JS • Maze.co (remote usability testing)

Design & Art

Animation • UI/UX design • Wireframing & Prototyping • Usability Testing • iOS & Android Design • Design System • Visual Identity • Illustration • Pixel Art

Soft skills

User Interviewing • Storytelling • Leadership • Creative Direction • Presentation • Self-management • Teamwork

Languages

English (fluent) • Vietnamese (native)

Education

Google UX Design Certificate

Coursera

B.F.A. in Graphic Design

University of Nebraska-Lincoln