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*haitran*

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Tran Van Hai

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# ABOUT ME

## PROFILE

Digital / Product Design with 4 years focused on creating beautiful, functional designs that fit people's lives. Has a wide range of experience in multiple fields. I spend everyday thinking about new ways to solves a real problem.

## STRENGTHS AND ABILITIES

- . UI/UX
- . Product
- . Branding
- . Illustration
- . Graphic
- . Creative Direction
- . Project Management
- . Customer Service
- . Technical Solution
- . Team Lead

## PROFESSIONAL EXPERIENCE

### Graphic Design @ HOTDEAL

*Ho Chi Minh city | April 2014 - November 2014*

- . Design original artwork of publications for related e-commerce marketing
- . Produce design of landing pages, and other corresponding visual arts of the ads campaign
- . Support other team in producing illustrative materials to connect to clients

### Digital Designer @ Mirum Agency

*Ho Chi Minh city | January 2015 - December 2015*

- . Produces design by assigning layout design concept to artists and photographers; directing development of design concepts into art layouts.
- . Responsible for illustrative materials for a lot of campaigns



# ABOUT ME

- . Develop UI/UX to bring the best experience to website/mobile application users
- . Brain storm and take responsibility for proposal or pitching presentation deck for partners.

## **Senior UI Designer @ ME Corp**

*Ho Chi Minh city | October 2015 - March 2016*

- . Plans site design by clarifying goals; designing functionality
- . Create art direction, concept for products
- . Design and build UI/UX design, enhance UX/UI
- . Design Brand identity

## **Digital Solution Partner @ IAV Technology**

*Milpitas, California | December 2015 - October 2016*

- . Following production, productivity, quality, and customer-service standards. resolving operational problems, identifying work process improvements.
- . Propose, Pitch to offer outstanding ideas
- . Develop outstanding interactive products
- . Manage and recruit new human resource to ensure deadline and quality result.

## **Design Lead @ Moca Vietnam**

*Ho Chi Minh city | March 2016 - Present*

- . Responsible creative direction for brand
- . Create UI/UX design to make simple experience across all digital touch points
- . Work directly with Founder, Product Owner and CTO to develop new features for mobile app
- . Create concept to bring the best campaign promotion
- . Brainstorm and provide optimal UX
- . Teamwork with engineer team to optimize innovative features

## **EDUCATION**

### **Designer Multimedia @ FPT Arena Multimedia**

*Ho Chi Minh City – 2013-2014*



## HONORS & AWARDS

### Speaker at FPT University

<http://daihoc.fpt.edu.vn/ngay-hoi-viec-lam-career-day-fptu-2016/>

### Interactive & Student Show - Behance Awards

<http://www.studentshow.com/gallery/41446781/Moca-Mobile-Payment>

## CONTACT

- . [www.behance.net/laaddesign](http://www.behance.net/laaddesign)
- . [www.dribbble.com/haitran12](http://www.dribbble.com/haitran12)
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