



Jennifer Tran

UX Design Leader

Drive Scalable Design Solutions with AI & Human-Centered Innovation

Insightful problem solver with in-depth experience designing end-to-end user experiences for enterprise and marketplace web platforms. Expert in uncovering user needs, solving complex workflow challenges, and creating cohesive and accessible design ecosystems. Known for elevating design quality and driving product success through thoughtful design execution, collaboration, and continuous improvement.

Professional Experience

COX AUTOMOTIVE - UX Architect – KBB: Instant Cash Offer

Irvine, CA

2022 - 2025

Led end-to-end design strategy for key initiatives, with focus on aligning user experience goals with business objectives and technical constraints across multiple product teams.

- Facilitated strategic design workshops and visioning sessions with cross-functional stakeholders, synthesizing insights to guide long-term product direction.
- Influenced designers and cross-functional partners by promoting experimentation, facilitating constructive critique, hosting multiple Community of Practice discussions, and driving consistent design quality across touchpoints.
- Increased consumer engagement and boosted marketplace conversion by 22% through design and optimization of Offer detail page with a consumer confidence component.

UMASS GLOBAL - UX / UI Web Designer

Irvine, CA

2020 - 2022

Spearheaded multiple concurrent UX / UI initiatives, collaborating with cross-functional teams to deliver responsive and accessible web experiences.

- Designed and executed A/B tests to inform data-driven decisions, improving conversion rates and uncovering opportunities for iterative optimization.

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Portfolio

www.aproductionbyjtran.com

Hard Skills

- UX Strategy
- Human-Centered Design
- Usability Best Practices
- Wireframing
- Prototyping
- Interaction Design
- User Research
- A/B Testing
- Data-Informed Optimization
- Design Systems
- Collaboration
- UX Mentorship
- Marketplace B2C

Education

University of Massachusetts Global

Irvine, CA

Master of Business Administration (MBA): Organizational Leadership

California State University of Fullerton

Fullerton, CA

Bachelor of Arts (BA): Communication and Anthropology

- Created and implemented 50+ reusable web components, contributing to early design system that improved interaction quality and increased user engagement by 25%.

INFOMAGNUS - Consultant, Senior UX Design

Huntington Beach, CA

2019 - 2020

Articulated and championed design solutions based on human-centered principles and incorporation of research. Presented and communicated product designs to cross-functional teams and end-client.

- Developed comprehensive end-to-end design deliverables, including sitemaps, storyboards, wireframes, and interactive prototypes, that secured stakeholder buy-in and established UX design as a strategic function within the organization.
- Led initiative to implement inclusive design practices that improved team collaboration and increased project delivery by 13%.

AT&T - UI Designer

El Segundo, CA

2018 - 2019

Contributed to and worked with developers, test engineers, and other designers to achieve project goals and add features to content. Managed asset libraries and control of style guides per product.

- Strengthened brand identity and increased audience engagement by creating cohesive visual design for AT&T DirecTV set-top box and on-demand streaming experience across NFL, The Majors and Australian Open live and recorded games.

CAREPOYNT - UX / UI Design & Project Manager

Newport Beach, CA

2017 - 2018

Designed new customer engagement concepts, interaction flows, wireframes, visual mock-ups, and evolved prototypes to demos.

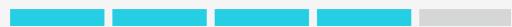
- Conducted user research and A/B testing, validating designs and developing best practices for branding, design patterns, and customer experience.
- Drove user engagement by promoting applications and features and managing targeted email campaigns.

Certifications

- Prosci Change Practitioner, Prosci
- Facilitator Certification Program, LUMA Institute
- Pendo Essentials for Web, Pendo.io

Technical Skills

- Figma



- Illustrator



- Premiere Pro



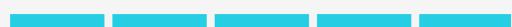
- Photoshop



- Axure RP



- MS Office



- Lucid Chart



- Pendo



- Mural



- Usertesting.com



- JIRA



- Confluence

