



Edric Tran

I'm Edric Tran - a UI/UX designer based in Toronto, ON, Canada and I'm working as an intermediate UI Designer at Myant.

I have been working in various fields such as UI/UX design, 3D&2D Illustration, and digital marketing for more than 4 years.

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 edrictrann

Portfolio:

<https://www.behance.net/edrictrann>

LinkedIn:

<https://www.linkedin.com/in/edrictrann/>

Skills:



-Excel in UI/ UX/ graphic design, creative advertising and online marketing.

- Highly skilled in Figma, XD Adobe Illustrator, Photoshop, and Sketch.

- Experienced in Product Design, User Experience, Trend Analysis & Prediction, and Consumer Insights.

- Utilize analytical techniques and creative thinking to solve problems and deliver the best customers and user experience for variety of projects.

- Demonstrate an exceptional mastery of professional skills and priority determinations for multiple projects in the same time.

- Display an exceptional ability to learn rapidly and adapt quickly to new methods, softwares or changing situations.

Education:

Humber College | Toronto, ON, Canada

2020 - 2021

Ontario Graduate Certificate of User Experience (UX) Design
Post-Graduate Program.

Academic Projects:

- UX Project: CONFIDANTE - Mental Health Mobile App.
- UX Project: VAND - The Bladeless Drone

University of Industrial Fine Art | Hanoi, Vietnam

2015 - 2020

Bachelor of Art in Graphic Design
Top 10 Best Student of Graphic Design Major in 5 semesters.
Valedictorian with the graduation project - Illustration for the book "Alice in Wonderland".

Experience:

Intermediate Designer at Myant - Ontario, Canada

Feb 2022 - Now

Our healthcare division, MyantHealth was founded with the purpose of making healthcare more equitable, accessible, and to ensure that all people are active participants in their own health and the health of those they care for.

- Collaborating with UX Designers and Product Designers to define user stories and their criteria for the features of both the SKIIN Connected Life app (SCLA) and Myant Virtual Clinic Portal (MVCP) and developing and enhancing UI and prototypes for MVCP and SCLA.
- Creating detailed design languages and design systems to secure consistency among digital products internally and externally and to adhere to branding.
- Conducting usability testing with UX Designers using appropriate methods to receive feedback and insights, hence enhancing UI to improve the user experience while using MVCP and SCLA.

UI/UX Designer at Habitat Learn - Ontario, Canada

Jun 2021 - Dec 2021

Habitat Learn is a business made of thinkers, makers and advocates. We design products to solve real problems and strive to create accessible learning experiences for all.

- Researched and analyzed collected data by interviewing and empathizing users and their needs to provide suitable UX solutions.
- Cooperated to come up with final UX writing plans for the company's products.
- Created new platforms to simplify the booking process for service providers and educational organizations.
- Designed and developed multiple physical and digital products to build up a learning ecosystem for disabled students to help them attend classes in-person and virtually using sound-to-text technology.

Key Achievement:

- Started launching three main products in Humber College, George Browns College and other university to help the students with disabilities in studying.
- Got more than 3000 students in Canada using our products weekly.

UI Designer at Tien Phong Bank - Hanoi, Vietnam.

Jul 2019 - Dec 2019

Tien Phong Commercial Joint Stock Bank (TPBank) is a leader in advanced technological expertise and consumer digital banking experience.

- Diagnosed, resolved and improved the design system of TPBank's online banking app to raise the rate of the app on Apple store.
- Analyzed user's insights and solved the problems with the new solutions.
- Brainstormed, designed and launched the new saving mobile app - Savy based on the targeted users' insights.

Key Achievement:

- Improved TPBank app's rate to 4.8/5 on Apple Store.
- Placed the new Savy app to top 3 among all Vietnamese mobile banking apps.

Graphic Designer at MicroAd Vietnam - Hanoi, Vietnam.

Feb 2016 - Jul 2019

MicroAd is a leading Ad Platform company in Japan, providing mutually suitable solutions to both advertisers, such as optimized ad serving, and to publishers, such as the maximization of revenue.

- Developed creative concepts, visual style and graphic designs for marketing materials and advertising works. Launched marketing campaigns based on the targeted audience's insights.
- Designed brand identity systems and guidelines for clients' real estate products.