PAUL D. TRAN

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EDUCATION

University of California, San Diego
Class of 2018
(B.S.) Cognitive Science,
Human-Computer Interaction

SKILLS

UX Tools

Adobe CC	*Photoshop*
Illustrator	*After Effects*
Premiere	*Qualtrics*
Figma	*Sketch*
Invision	*Unity(2D/3D)*

UX Methods

Survey & Interview

Heuristic Evaluation

Card Sorting

Usability Testing

A/B Testing

Programming

HTML/CSS	*C#*
C++	*Java*
MatLab	*R*

PROFILE

UX professional with 2+ years guiding product direction through coordinated studies and iterative development. Passionate and well versed on the tech industry space, I strive to guide positive change for users.

EXPERIENCE

UX Rapid Researcher

Google Stadia (via Adecco)   December 2019 - Present

Developer-facing research on the Stadia platform with a focus on improving the onboarding experience and tooling for 10+ AAA game studios.

Rapid gamer-facing research on new user experience and pathfinding to guide design updates to Stadia website and interface with <20 day turn around on studies. Moderated 100+ hours of user testing.

Foundational research on game engines and consoles. Longitudinal studies on partner learning resources and developer satisfaction.

UX Research Assistant

Google (via ArTech)   April 2019 - October 2019

Led research for Better Ad Standards, testing 10+ ad formats and surveying 4000+ participants spanning 4 countries. leading to the elimination of several ad formats on Google platforms. Analyzed 400+ desktop and Playstore experiences through Google Crust surveys.

Led research on Unity plug-ins for Reach UX sprint, culminating in early prototypes for AdMob's Unity plug-in(launched August 2020).

UI/UX Designer

Spotgini   February 2019 - April 2019

Participant recruitment, user survey & interview, heuristic evaluation, and usability testing. Wireframing for firestarter functionality. Iterative redesign of application workflow.