

BRIAN GORDON TRAN

PRODUCT DESIGNER

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OBJECTIVE

I am a dedicated UX/UI designer with 4 years of experience in the FinTech space, as well as 8 years in customer service and hospitality. I am seeking an opportunity to leverage my skills and passion to further digital products and designs and drive impactful results for a broader organisation.

EXPERIENCE

Product Designer | Australian Payments Plus

June 2022 - May 2026

- Understanding common UX behaviours and patterns, and implementing them in a fast-paced and developing fintech environment.
- Assisted in the creation and application of design systems for Australian fintech companies such as Beem and Coles Pay.
- Designed new features such as our in-house ConnectID integration, and a “multi-rewards” platform integrating both PokitPal and Cashrewards brands to the Beem app.
- Undertook in various research projects, including remote and in-person testing to understand Australians’ behaviours in making payments in a P2P and B2C space.

Design Lead | UNSW ESports

March 2023 - December 2024

- Revamped UNSW ESport to unify branding, social media designs and digital covers such as YouTube thumbnails.
- Created design guidelines and introduced Figma to the design team and executives to ensure consistency in designs current and future.

EDUCATION

Bachelor of Arts,
Design/Criminology

University of New South Wales
2021-2025

SKILLS AND TOOLS

- Vietnamese
- Korean
- Interaction Design
- Visual Design
- Usability Testing
- User Research
- Adobe Illustrator, Photoshop, XD
- Figma
- Sketch
- Framer

REFERENCES

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