

# Neo Tran

Senior Product Designer

neoqtran@gmail.com | neobydesign.com | linkedin.com/in/neo-tran-29476370

## SUMMARY

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Senior UX/UI Designer with 6+ years of experience creating user-centered web and mobile experiences. Skilled in end-to-end product design, user research, high-fidelity UI, and scalable design systems.

## EXPERIENCE

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### Senior Product Designer, Growth | Dr. Squatch | Feb 2024 - Present

- Lead end-to-end design from concept through final UI across web experiences
- Collaborate with Product, Engineering, and QA to define requirements and deliver cohesive UX
- Design polished interfaces that improve usability, engagement, and conversion-focused flows
- Contribute to and evolve design systems for consistency and scalability

### Senior Product Designer | American Century Investments | Mar 2022 - Feb 2024

- Designed user-centered experiences across web, iOS, and Android platforms
- Conducted user research and usability testing to inform product decisions
- Created wireframes, prototypes, and high-fidelity UI for complex workflows
- Built and maintained scalable design systems and component libraries
- Partnered with cross-functional teams to align user needs with business objectives

### Senior Product Designer | Beachbody | Feb 2021 - Feb 2022

- Designed responsive experiences across mobile and desktop platforms
- Delivered high-quality UI grounded in usability and accessibility best practices
- Collaborated with engineers and stakeholders to support successful implementation

### Digital Designer | Ring | Jan 2020 - Jan 2021

- Designed and refined responsive web interfaces with a focus on usability and clarity
- Supported design system development and visual consistency across products

### Digital / Visual Designer | Dr. Squatch | Apr 2018 - Nov 2019

- Developed ecommerce design system and reusable UI patterns
- Redesigned homepage and dashboard experiences to improve user flow and engagement

### Visual Designer (Consulting) | 2016 - 2020

- Delivered UX/UI solutions across a variety of products and industries
- Created user flows, wireframes, and visual designs aligned with client goals
- Presented design concepts and guided stakeholders through design decisions

## SKILLS

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UX/UI Design, User Research, Usability Testing, Interaction Design, Wireframing & Prototyping, Design Systems, Responsive Design, Information Architecture, Accessibility, Cross-Functional Collaboration

## TOOLS

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Figma, Adobe Creative Suite, Sketch, InVision, Webflow, Generative AI, Codex, Claude Code

## EDUCATION

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California State University, Long Beach | B.A. Graphic Design