

# OANH THUY NGOC TRAN (SONNY) | She/her

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## UI/UX FREELANCE

### Không Nói Không Biết, KNKB Sunday Livestreams | Director, Producer, & Designer | 2021 - 2022

- Led the end-to-end design and production of KNKB, a live-stream discussion platform during key social and political moments for the Vietnamese community.
- Designed and implemented user-friendly interfaces for social platforms, optimizing user engagement and interactivity across multiple channels (Website, [YouTube](#), [Podcast](#)).
- Created marketing materials, streamlining the visual identity of KNKB across social media, which resulted in a significant increase in viewership

### Người Thông Dịch, The Interpreter | Entertainment Beat Editor and UX Consultant | 2022

- Expanded The Interpreter's content offering by introducing an entertainment section, redesigning the user experience to make content discovery more intuitive for readers.
- Conducted user testing and interviews to refine navigation and layout for the new entertainment section, which resulted in higher user retention and engagement.

### Alpha Sigma Rho Sorority Inc | Creative Director for Merchandising and Fundraising | 2018 - 2021

- Designed and launched 'Nu Apparels', an e-commerce platform, providing a seamless UX for users nationwide to purchase sisterhood merchandise.
- Developed a comprehensive online portal with forums and engagement tools, enhancing the sisterhood experience through intuitive UI design.
- Leveraged UX research to optimize the 'Crossing Packages', improving the overall merchandising experience and increasing engagement.

### Etsy Print-on-Demand Store | Owner and Designer | 2020 - 2021

- Built and managed an online store on Etsy, specializing in print-on-demand mugs, achieving over 400 sales through personalized and creative designs.
- Implemented marketing strategies, including SEO optimization and product photography, which improved visibility and drove sales growth.
- Managed customer feedback and engagement, ensuring a high level of satisfaction and positive reviews through responsive customer service.

## CREATIVE WORK

### The Tech Interactive | Translator for Vietnamese Community | 2022-2024

- Focused on accessibility and inclusivity by translating key outreach documents and improving UX for Vietnamese users, making the content more approachable and promoting community involvement.

### Harmonic Discovery, NY | Logo Designer | 2023-2024

- Designed intuitive and visually appealing logos for bioinformatics machine learning platforms, emphasizing simplicity and recognition while maintaining uniformity across the company's products.

## EDUCATION

University of California, Irvine | Department of Chemistry  
*Master of Science | Chemistry*

Irvine, CA  
*Graduation: 2023*

University of Texas at Austin | College of Natural Sciences  
*Bachelor of Science | Biochemistry*  
*Bachelor of Science and Art | Chemistry*

Austin, TX  
*Graduation: Dec 2017*  
*Graduation: Jun 2017*

## PROGRAMS

Design and Creative: Figma, Canva, Procreate, Wix, Squarespace, HTML, CSS, Wireframing, Prototyping  
Programming: Python (Matplotlib, NumPy, Pandas), Shell Scripting