

BRIANNA TRAN

Senior Product Designer | End-to-End UX

(919) 909-5447 • Atlanta, GA • To.brianna.walker@gmail.com • briannatrandesigns.com pw: tran.brianna/portfolio

PROFESSIONAL SUMMARY

Senior Product Designer with 5 years of experience leading end-to-end design for complex, high-stakes digital products. I work best in ambiguous spaces where the problem isn't fully defined yet, leading me to determine the right question to ask, shaping the design direction, and building alignment across the people who need to move together to ship something good. I care about the full range of the craft, from early strategy and systems thinking down to the interaction details and specs that make a product feel polished.

WORK EXPERIENCE

Senior Product Designer | Truist | June 2024 – Present

- **Led PromoX from a blank slate**, a cross-platform initiative named the #1 priority for digital acquisition revenue growth in 2026. With little predefined scope, I worked to establish design direction, defined the problem space, and drove alignment across 4 cross-functional teams and 50+ stakeholders through regular design reviews and presentations.
- **Designed the LightStream loan product from the ground up**, contributed to end-to-end flows for a net-new consumer product. Worked across product, engineering, legal, and compliance to navigate constraints and ship an experience that balanced regulatory requirements with an intuitive user journey.
- **Co-invented a patent-pending experience** for a consumer product, originating the concept and bringing it as an enhancement to the application.
- **Led end-to-end design for the Small Business Deposit (BDP) application**. I worked on enhancements and application consistency, design QA, and handoff.
- Work in close partnership with a dedicated content designer on every major initiative, collaborating from early framing through final delivery to make sure the words and the experience hold together.
- Validated designs through several rounds of user research before and after release, making sure solutions held up against real user needs rather than assumptions.
- **Ran design reviews and alignment sessions with 30+ designers** across the org, building shared standards and giving teams clearer direction on the most contested design decisions.
- Deliver detailed handoff specs to development covering spacing, accessibility requirements, and interaction behavior, ensuring nothing gets lost between design and engineering.

User Experience Designer | Synovus | January 2022 – June 2024

- Led mobile app redesign ideation, iterating on both the visual direction and new feature enhancements.
- Ran heuristic evaluations comparing Synovus to competitors, identifying gaps and opportunities.
- **Built and maintained a comprehensive Figma design system** covering components, variants, and usage documentation, improving team consistency and cutting down on design time.
- Ensured WCAG 2.1 accessibility compliance across all new UI components, making accessible design a built-in standard rather than an afterthought.

Website Designer | Freelance | May 2021 – Present

- Designed and developed responsive, multi-page websites for clients across health, wellness, nonprofit, and professional services. Managing full project lifecycle from requirements through delivery across a range of industries, audiences, and brand contexts.

EDUCATION

Bachelor of Arts in Design Studies, Summa Cum Laude | North Carolina State University, College of Design
Minor in Psychology | North Carolina State University

SKILLS & TOOLS

Design & Prototyping: Figma, End-to-End Product Design, Wireframing, Interaction Design, Prototyping, Information Architecture, Design Specs & QA

Research & Validation: User Research, Usability Testing, Heuristic Evaluation, Journey Mapping

Systems & Craft: Design Systems, Component & Variant Management, Complex Workflow Simplification, WCAG 2.1 Accessibility

Facilitation & Leadership: Design Sprints, Alignment Sessions, Ambiguous Problem Framing, Cross-functional Collaboration, Stakeholder Presentations

Domain Experience: Consumer Products, B2B SaaS, Enterprise Software, Regulated Workflows, Multi-platform Design