

# Anita Tran

UX/UI Designer

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I study user behaviours to design **easy-to-use** and **intuitive** digital solutions.

## Experience

### UX Designer & Researcher

June 2021 - Present

Arkius

- Designing user flows for different features of a blockchain-based web-application
- Creating a comprehensive user testing strategy for different products
- Conducting desktop research as a foundation for new features
- Organizing and conducting workshops along with user testing sessions, interviews and focus group discussions

### Freelance UX/UI Designer

Oct 2020 - Present

EXINKO Ltd.

- Creating design guides, website and webshop designs for different clients
- Communication with Development team on the design implementation

### Web Design Trainee

Feb 2021 - Apr 2021

Gotour Danmark

- Redesign of the company website with special attention to information architecture and UI
- Wrote and edited an explainer video aimed at potential clients

## Education

### Digital Concept Development (BA)

2018 - 2022

University College of Northern Denmark (UCN)

- Designed 10+ websites, microsites and webshops for different companies in Denmark (Aalborg)

## Skills

### Focused on

- User research (Qualitative and quantitative)
- User Testing planning and conducting
- User experience mapping
- Organizing workshops and team activities
- UI Design: Low and high-fidelity prototyping

### Tools

Figma / Adobe XD / Miro / HTML / CSS / Adobe Photoshop / Illustrator / InDesign

## Interests

I enjoy creative activities in my free time such as digital drawing and occasionally video editing. I also really love to travel and gain experiences, meet different cultures and people.