Michael Hoang Tran

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EDUCATION

Bachelor of Science - Web and UX Design   *2020 - 2022*

Weber State University, Ogden, UT

- Certification of Proficiency: Web Programming & Development
- Certification of Proficiency: User Experience Design
- Summa Cum Laude

Associate of Science - Computer Science & Information Systems   *2018 - 2020*

Salt Lake Community College, Salt Lake City, UT

- Certification of Proficiency: Programming Essentials
- Certification of Proficiency: Computer Science Fundamentals

EXPERIENCE

Freelancer Web Developer   *2024 - Current*

The Bran Marketing, Salt Lake City, UT

- Led project-based website development and digital design, prioritizing client satisfaction through tailored solutions.
- Designed and upsold digital products, offering creative concepts that aligned with client goals and boosted value.
- Worked with WordPress, including plugin integration, domain transfers, and full-cycle design and development.

Web Designer   *2021 - 2023*

The Grace Company, Salt Lake City, UT

- Designed and enhanced user-centric app interfaces, focusing on UX/UI product design to boost user engagement and satisfaction.
- Developed and optimized web applications using Laravel (PHP) and SQL, contributing to the most successful sales period in the company's history.
- Conducted user research to inform design decisions and improve product usability based on real user needs and behaviors.

SKILLS & EXPERTISE

Graphic design experience with expertise in Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Figma, Sketch, Procreate, InVision, HTML/CSS/JavaScript, web design, UI/UX design, responsive and accessible interfaces, wireframing and prototyping, design systems and style guides, layouts and graphics, user interviews, A/B testing, data-driven design, website performance, speed and SEO optimization, cross-functional collaboration with developers, strong conceptual and execution skills, portfolio demonstrating color, type, and composition, communication and time management, management experience, and dedication to teamwork, professional growth, and industry best practices.