

Darlena Tran

PRODUCT DESIGNER

As a designer, I'm humbled by every opportunity I get to craft experiences for people. I'm a designer because I believe that everyone deserves to feel satisfied with their use of time. Whether that's achieved through a delightful experience or an efficient one, I enjoy building products from the ground-up with great empathy for the user. I want people to enjoy the products that they spend time using and it excites me to know that I get to be a part of that mission every day.

As a team member, I'm always looking for ways to make meaningful contributions to my team. I think we have a greater chance of realizing our maximum potential when we consider not only our own growth, but those around us as well.

When I'm not designing, I'm known to be an avid video gamer, music junkie, part-time hiker, and boba drinker.

Send me a message
hello@darlenatran.com

View my work
darlenatran.com

EDUCATION

Bachelors in Cognitive Science

Rice University

With a focus in Human-Computer Interaction, I was trained in UX methods such as survey design, task analysis, flow analysis, heuristic evaluations, usability testing, and more.

EXPERIENCE

Head of Product Design at Proof of Play

Jun 2022 to Jul 2023

Led product design for the entire organization, hiring and managing 6 designers across the web and game (Unity) platforms. I owned all of the UI and UX from the game's initial concept to the beta launch in 6 months and have scaled the game, launching features to achieve its current lifetime revenue of over \$1 million.

Design Lead at HubSpot

Apr 2022 to Jun 2022

Senior Product Designer

Jan 2021 to Apr 2022

Drove product design strategy including defining user research initiatives, presenting North Star vision alignment to executives, and leading a project with a team of over 30 designers, researchers, product managers, and engineers. I owned the UI and UX design for a feature that generated \$100K+ MRR and was a DE&I committee lead seeking to drive diversity and inclusiveness across the organization.

Lead Product Designer at AllStripes

Mar 2020 to Aug 2020

At AllStripes (formerly RDMD), I redesigned the internal task management platform, saving time and increasing efficiency for internal researchers reviewing clinical documentation. I was responsible for user research, UI/UX design, and assisted in the company's rebrand.

Lead Designer at Rare Bits

May 2018 to Mar 2020

As the lead designer I owned all of the brand, marketing, UI, and UX. I designed and launched our iOS and Android mobile app in partnership with Crunchyroll taking only 6 months from concept to launch. I also hired and managed 4 designers over the course of my time there.

Senior Product Designer at Disqus

Nov 2016 to May 2018

Designed for over 2 billion users and was responsible for user research, UX, and UI design. I led user research including recruitment, planning, conducting interviews, and presenting findings. I also introduced design sprints to the team and helped create a design internship program.