

Ngoc Tran, UX Researcher + Research Ops

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Education

Georgia Institute of Technology | Atlanta, GA | May 2021

Master of Science in Human-Computer Interaction

University of Cincinnati | Cincinnati, OH | May 2019

Bachelor of Business Administration, Magna Cum Laude

Majors: Marketing, Information Systems

Experience

Viasat, UX Researcher (Global Enterprise Mobility) | San Diego, CA | Jul 2022 - Oct 2022

Conducted interviews and concept testing for passenger-facing and operator-facing products during early design phases, forming actionable insights to influence product changes. Performed evaluative research (usability tests, click tests) for airline's redesigned media content catalog and overall flow of connecting to in-flight WiFi on client's aircrafts. Insights influenced design changes and reduced passenger friction when navigating portals.

Viasat, UX Researcher (Global Fixed Broadband) | San Diego, CA | Jun 2021 - Jul 2022

Led qualitative end-to-end research (diary studies, moderated interviews) for streaming product, influencing product changes affected over 300 users in beta. Evaluated website information architecture (tree test, comparison test) to inform design changes for new residential customer experience. Identified website and app opportunities for troubleshooting residential internet issues by conducting competitive analysis, led to team adding self-service initiatives to product roadmap. Collaborated with designers, product managers, marketing, and other stakeholder groups to incorporate research insights into consumer products.

State Farm, UX Research Intern | Atlanta, GA | May 2020 - Jul 2020

Conducted usability testing for website's auto insurance quote pages and recommended visual design changes to improve sign-up flow. Interviewed 15 agents and support team members to determine needs for self-service tools. Interviewed researchers, designers, and leadership to understand research process and create ways to socialize research insights across organization. Developed task analyses, information architecture flows, and wireframes to illustrate research findings.

Georgia Tech Research Institute, UX Researcher, Research Lead | Atlanta, GA | Jan 2020 - May 2020

Designed data visualizations to display allocation of funding sources across university. Conducted feedback sessions with professors, administrators, and department leads to inform design direction of data dashboards. Partnered with development team to implement data visualizations into existing dashboards.

Square, UX Researcher | Atlanta, GA | Aug 2019 - Dec 2019

Conducted user research to design tools for Square merchants to streamline business processes. Analyzed data collected from surveys, contextual inquiries, concept feedback sessions, and usability testing. Presented recommendations to Square (industry partner for HCI class), leading to changes to omnichannel experience strategy.

Halo Health (part of Symplr), Marketing Coordinator | Cincinnati, OH | Jan 2019 - Jul 2019

Designed graphics, landing pages, and web content for marketing campaigns. Created interactive media for company website. Wrote articles about trends in healthcare technology attracting audiences of over 2000 readers.

Skills

Research

Interviews, Unmoderated/Moderated Usability Testing, Competitive Analysis, Task Analysis, Tree Testing, Card Sorting, Diary Studies, Observations, Contextual Inquiry, Surveys, Click Testing

Design

Brand Identity, Sketching, Data Visualization, Information Architecture, Physical Prototyping, Wireframing, Audio & Video Editing

Tools

UserZoom, UserTesting, Qualtrics, Miro, Figma, Solidworks, Tableau, Adobe Creative Suite, HTML/CSS, PowerBI