

Andy Tran  
UX/UI Designer

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Education

**Toronto Metropolitan University (Formerly Ryerson University)** Toronto, ON  
**Bachelors of Technology (B.Tech)** 2022 - 2026  
Concentration : Digital Output  
Relevant Courses : Introduction to UX / UI Design, Introduction to Game Design, Design and Layout, Advanced Typography, Colour Management

Experience

- Design Associate**  
**TMU UX**

Toronto, ON  
August 2024 - Present

I collaborated with VP departments and design teams to create visuals for social media posts. The work has been in the realms of ideation, layout design, branding, and digital content, utilizing FigJam and Figma. My contributions have driven an **14.10% follower increase** and a **32.83% boost in weekly engagement**.
- Graphic Designer**  
**TMUGG**

Toronto, ON  
August 2023 - Present

I designed content for social media and marketing campaigns, collaborating across various departments, utilizing Illustrator and Photoshop. With a strong grasp of colour theory, typography, and design layout, I contributed to an **8.66% increase in followers** and an **18.13% boost in weekly engagement** with appealing graphics.
- Lead Line Cook**  
**Pizzeria Libretto**

Toronto, ON  
August 2022 - Present

Led a team of line cooks at one of Toronto's best fine-dining Italian restaurants. **Communicating and collaborating** with various roles during busy hours. Ensured restaurant standards with **attention to detail** on consistency, high-quality results, and maintaining a collaborative environment even under pressure.
- Social Media Marketing**  
**TrendX**

Toronto, ON  
August 2021 - Present

Managed social media marketing for TrendX, promoting events on Eventbrite and targeted ads on Meta. I create event pages, design social media posts, and run ads to boost engagement and event responses. By optimizing targeting based on demographics, an **increase in event attendance**, and **ticket sales** is present.

Projects

- RivalryBet**  
**Casestudy**

February 2025

A desktop app designed for esports and sports bettors, offering a seamless and engaging experience. An all-in-one platform with a diverse selection of games, community features, and stats insights.
- DualScans**  
**Casestudy**

January 2025

A user-friendly mobile reading app that brings both manga and comic enjoyers into one platform. Focusing on intuitive navigation, personalized recommendations, and an engaging experience.

Certifications

- Google** - Foundations of User Experience (UX) Design  
**Coursera** - Designing a Low Fidelity Prototype in Figma  
**Google** - UX Design Process: Emphatize, Define, and Ideate  
**Meta** - Principles of UX/UI Design

Skills

- |                           |             |          |      |
|---------------------------|-------------|----------|------|
| User Experience Design    | Figma       | InVision | HTML |
| User Interface Design     | Adobe XD    | Framer   | CSS  |
| User Research             | Illustrator | Mockflow |      |
| Prototyping & Wireframing | Photoshop   | InDesign |      |