Kai Tran

Austin, TX or remote howdyimkai.com linkedin.com/in/uxdesignerkai

Product designer who makes learning feel like play. I designed a three-minute career quiz that 9,400+ people finished in 6 months, and an AI brand system 14 teammates used.

Work Experience

Tallo – Edtech career platform for people 13 to 30 May 2025 – Nov 2026

Head of Creative, Aug 2026 – Nov 2026 · **Multimedia Designer**, May 2025 – Aug 2026

Role eliminated when the parent company closed the marketing department, Nov 2026.

- Designed Cal, a compass mascot and three-minute story quiz, to test whether a smaller ask could pull teens into career discovery. **9,400+ people** finished it on public pages in 6 months. Once Tallo's product team built it in, 72% of starters finished.
- Rebuilt the brand as structured data that AI reads before it writes, with Claude workflows, a brand linter and an eval. In testing, drafts that broke a brand rule fell from **80% to 31%**. Drafts with made-up stats went from 31% to zero. 14 teammates used it.
- Redesigned a scholarships application drive mid-campaign. Completion rose from **29.9% to 63.9%**.
- Built the community engagement framework. Members came back at **over 3x** the rate of Tallo users overall. Art directed the Stamps feature, shipped Feb 2026, from Cal's Passport Challenge results.
- Hired and managed two creative interns, and wrote our video production guide. TikTok grew from **1,750 to 11,700 followers** in 11 months.

Design Garden – Sprint program and web app where designers pair up and ship one goal in four weeks Apr 2023 – Present

Founder and Product Designer. Started as Sprintfolio with two cofounders, then rebuilt solo.

- Designed and built the sprint app, with pair matching and weekly check-ins, using Claude Code and Supabase. **37 designers** across four crews have gone through it, with about an 80% pair check-in rate, and 29 more are on the waitlist.
- As Sprintfolio, ran nearly 200 sprint partnerships, and was **one of 35 teams** picked from 57,000 applicants to build in San Francisco with Buildspace.

USAA – Insurance, banking and investing for military members and their families Sep 2021 – Jun 2022, Mar 2024 – May 2025

Senior Creative Designer (contract) · Life Company leadership team, then Enterprise Portfolio Management Office

- Worked with subject matter experts to turn USAA's value management framework into required training for **205 executives**, teaching leaders how to size a bet: budget, goals and risks. 195 finished it, and USAA renewed it as an annual refresher.
- Designed and built benefits training for **5,000 employees** in Articulate 360 Rise and Storyline, checking color contrast so every learner could read it.
- Built an employee recognition app in Power Apps and SharePoint for the portfolio office's 219 employees.

Innovare – Edtech company that builds data dashboards for schools Sep 2022 – Jan 2023

UX Consultant, team lead (apprenticeship through Beginex)

- Led three designers to design self-service onboarding for the dashboard. In testing, setup went from six to eight weeks to **under three minutes**.

University of Texas at Austin – Moody College of Communication Apr 2018 – Sep 2021

Multimedia Technician

- Built Premiere Pro templates and guides for two journalism classes, and refreshed the Reporting Texas broadcast branding.

Earlier

- Designed the MVP of Aceable's mobile driver's ed app, marketing for 1,000+ Go! Retail stores (Disney, Hasbro, LEGO), and game cinematics for BioWare and Trion Worlds.

Skills

- **Design**: interaction design, user flows, information architecture, prototyping, design and brand systems, accessibility, motion
- **Research**: user interviews, usability testing, A/B testing, journey mapping, survey design
- **AI and build**: Claude Code, Lovable, Midjourney, AI workflows and evals, JavaScript, HTML/CSS, Supabase, Power Apps
- **Tools**: Figma, Paper, Framer, Webflow, Adobe CC, DaVinci Resolve, Articulate 360, Notion

Education

University of Texas at Austin – Moody College of Communication

B.S. Radio, Television and Digital Media, minor in Digital Arts and Media