



YVONNE TRAN

EXPERIENCE

PEER INSIGHT WASHINGTON D.C.

Senior Innovation Consultant
January 2016 - August 2016

Lead overall strategy for client projects. Managed project logistics, milestones, and budget. Oversaw and directed a team of design researchers. Cultivated and maintained client relationships. Lead internal firm strategy to improve project management efficiencies.

FRONTLINE SOLUTIONS WASHINGTON D.C.

Communications Consultant
May 2015 - December 2016

Lead brand narrative development and brand refinement process. Managing communication strategy for the firm and client projects. Spearhead UX strategy for digital based projects. Strategize and lead content strategy. Developed immersive physical and digital experience for conference participants centered around a storytelling project.

FREELANCER SAN FRANCISCO, CA

Design Strategy Consultant
June 2014 - May 2015

Worked with San Francisco based companies to uncover business opportunities through design research, brand positioning, messaging, and content strategy for digital products. Evaluated and refined organization's strategy framework and business model.

EXYGY SAN FRANCISCO, CA

Project Manager
June 2013 - November 2013

Managed internal workflow including timeline, project scope, and budget for multiple web development projects for nonprofit, foundation, and corporate clients. Served as relationship manager with clients through project scoping, UX strategy, and development stages. Coordinated with diverse teams of designers and developers. Facilitated business development strategy.

MAYOR'S OFFICE OF CIVIC INNOVATION SAN FRANCISCO, CA

Innovation Fellow
March 2013 - May 2013

Oversaw project to streamline public notices across 22 agencies. Strengthened relationships with partners for ImproveSF, an online platform for civic engagement and innovation. Created strategy to form a co-working space to build relationships across agencies and foster innovation within City Hall.

WOMEN'S INITIATIVE OAKLAND, CA

Microenterprise Fellow
February 2012 - April 2012

FORWARD TOGETHER OAKLAND, CA

Communications Manager
May 2010 - May 2011

CALIFORNIANS FOR JUSTICE OAKLAND, CA

Lead Organizer
August 2007 - May 2010

EDUCATION

CALIFORNIA COLLEGE OF THE ARTS

MBA in Design Strategy, 2014

UNIVERSITY OF CALIFORNIA SANTA BARBARA

B.A. Asian American Studies, 2007

KPFA RADIO STATION

First Voices Apprentice, 2013

QWOC MEDIA ARTS PROJECT

Film Production, 2010

LANGUAGES

CANTONESE Conversational

SKILLS

Service & Experience Design
Business Model Analysis
User Research
Product Strategy
UX Strategy
Wireframing & Prototyping
Systems Thinking/Systems Mapping
Storytelling through presentations, audio, & video
Training & Facilitation
Adobe Creative Suite: Photoshop, Illustrator, InDesign
Video/Audio Editing: Adobe Premiere Pro, Final Cut Pro, Soundforge, Adobe Audition
Video Production: Canon DSLRs, 3CCD Camcorders

ACCOMPLISHMENTS & ACTIVITIES

Selection of "Undeliverables" at QWOC Film Festival
2010

Selection of "Our Houses" at QWOC Film Festival
2009

California State Assembly Certificate of Recognition for
Leadership
2008

Californians for Justice Lifetime Educational Justice Leader
Award
2008

University Service Award, Cross-Cultural Bridges Award, Senior
Co-Excellence Award
2007

ReWrite Collective
Founder & Member
2011-2014

Asian Pacific Islander writers based in the Bay Area focused on
creating and promoting poetry and spoken word.