

# Tram Bui

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## WORK EXPERIENCE

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### Design Co: KOSD

June 2022 - Present

*UX Research Intern*

*San Diego, CA*

- Conducted competitive analysis among other non-profit organizations.
  - Analysis was used to implement new buttons on website and testimonials section.
- Translated prototype to the Burmese Language to communicate with community members before user testing.
- Led user testing. Did A/B Testing and implemented critiques to the final website.
  - Changes in logo, button location
- Met with community members weekly to gather insight and create user personas to pinpoint primary audience.

### Diabetes Design Initiative: UCSD Design Lab

June 2022 – Present

*UX Research Intern*

*San Diego, CA*

- Reenacted diabetes technology onboarding process (bolus, weighing food, basal) to empathize with respected group researching.
- Conducted user interviews to gather diabetes stories and trends in obstacles and barriers in the minority community. Created User Personas based on interviews.
- Research was used to ideate and create wireframes to high fidelity prototypes of an informational set of cards to hand out at doctors offices that had easily digestible information and communities for marginalized communities.
- Created a high-fidelity prototype to use at mentor's clinic.

### UCSD Design Lab

Sept 2021 – Jan 2022

*UX Research Intern*

*San Diego, CA*

- Prepared secondary research to provide background information on Barrio Logan community before interviews
- Conducted guerrilla style interviews at Barrio Logan. Recordings were used in documentary and presented physically in an exhibition.
- Affinity mapped and transcribed interviews and shared insights to stakeholders. Called attention to the differences in health definitions and how the community can benefit from sharing these stories.
- Community members were able to attend exhibition and spark conversation with community leaders.

### Cyber Patriot

Sept 2018 – Jun 2020

*Team Captain*

*San Diego, CA*

- Cyber Patriot is a nationwide cybersecurity competition consisting of teams of 6 to compete in protecting computers (Linux, Windows) from possible threats.
- Kept up team morale while being flexible to work in any program that was needing and would benefit the team the most.
  - Led team to Platinum tier in the region.

## EDUCATION

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### University of California, San Diego (UCSD)

June, 2023

*BS, Cognitive Science w/ Specialization in Design and Interaction, Chemistry minor*

*San Diego, CA*

- Provost Honors
- Design Co, Design Lab, M.E.M.O Health Fair Committee, Mustard Seed Project

## SKILLS

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- **Skills:** User Interviews, Figma A/B Testing, quantitative and qualitative research, competitive analysis, prototyping, wire framing, affinity mapping, presenting, MATLAB, Miro, Notion