

Neo Tran

Senior Product Designer | Growth, Ecommerce, Design Systems

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PROFESSIONAL SUMMARY

Senior Product Designer with 6+ years of experience designing consumer web and mobile products at scale. Specialized in growth design, ecommerce, conversion rate optimization, design systems, financial products, mobile apps, and data-informed product decisions. Experienced in turning complex flows into clear, polished, trustworthy product experiences across DTC, fitness, finance, smart home, and subscription businesses.

PROFESSIONAL EXPERIENCE

Senior Product Designer, Growth and Design System

Dr. Squatch

February 2024 - Present

- Lead growth-focused ecommerce design across conversion, retention, acquisition, and customer lifecycle touchpoints.
- Designed and owned 22+ new-customer acquisition landing pages supporting \$17M+ in measured ad spend and 55K+ acquired customers.
- Built a repeatable landing page system around product story, offer clarity, product education, social proof, bundle clarity, and low-friction purchase paths.
- Partner with product, engineering, data, and growth teams to test ideas, evaluate performance, scale winning ecommerce patterns, and extend the design system.

Senior Product Designer

American Century Investments

March 2022 - February 2024

- Designed web and mobile financial product experiences across Contentful migration, landing pages, design systems, client portal, and internal ESG dashboard.
- Migrated reusable Contentful components and mapped marketing surfaces to flexible blocks content teams could use without engineering tickets.
- Redesigned client portal flows including Move Money, account selection, fund selection, confirmation states, dashboard data, ESG dashboards, and document management.
- Supported product work from requirements, research, flows, wireframes, UI, prototyping, usability testing, developer handoff, QA, launch, and measurement.

Senior Product Designer

Beachbody / BODi

February 2021 - February 2022

- Designed end-to-end mobile and web experiences for a large consumer fitness and subscription audience.
- Designed BODcast, a live interactive workout feature across desktop, iOS, and Android with streaming, participant tiles, studio video walls, permissions, lobby states, and in-class controls.
- Mapped the full BODcast journey across discovery, sign-in, class browsing, live class participation, and post-class review.
- Created App Store, Google Play, and responsive marketing sell page experiences to communicate BODcast and the BODi subscription product.

Digital Designer

Ring

January 2020 - January 2021

- Supported web and digital product experiences for smart home and ecommerce surfaces with a focus on visual polish, interaction detail, and brand consistency.
- Contributed to design system migration work by defining global components for navigation, hero sections, product cards, calls to action, footers, and reusable page structures.
- Built and documented Sketch component specs for sizing, typography, spacing, styling, responsive behavior, and legacy-to-new migration.
- Partnered with developers to test component flexibility across product pages, campaign landing pages, support pages, and real content scenarios.

Digital / Visual Designer

Dr. Squatch

April 2018 - November 2019

- Designed ecommerce and brand experiences focused on acquisition, conversion, visual storytelling, and brand expression.
- Supported early design system foundations during a period of company growth.
- Created digital assets and product experiences across marketing, ecommerce, and campaign surfaces.
- Designed conversion-focused visuals and layouts that supported paid acquisition, product storytelling, and customer engagement.

CORE SKILLS

Product Design, UX Design, UI Design, Growth Design, Ecommerce Design, Conversion Rate Optimization, CRO, Design Systems, Mobile App Design, Responsive Web Design, User Flows, Wireframing, Prototyping, Interaction Design, Visual Design, Information Architecture, Component Libraries, CMS Design, Headless CMS, Contentful, A/B Testing, Experimentation, Analytics, Hotjar, Competitive Audits, Heuristic Evaluation, Usability Testing, Product Strategy, Developer Handoff, QA, Accessibility, Financial Data Visualization, Subscription Products, AI-Assisted Creative Production

TOOLS

Figma, Sketch, Framer, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Webflow, Contentful, Jira, HTML, CSS, Claude, Codex

ADDITIONAL BRAND EXPERIENCE

Dr. Squatch, Ring, BODi by Beachbody, American Century Investments, Simpluris, LAist, Kareo, Dexcare, Spring Theory